



Assam Society for Comprehensive Financial Management System (AS-CFMS)

Project Management Unit (PMU)

World Bank financed Assam State Public Finance Institutional Reforms (ASPIRe) Project
Ground Floor, F-Block, Assam Secretariat (Civil), Dispur, Guwahati-781006 (Assam, India)

No: ASPIRe/43/2018/8

Dated: 6th September, 2018

REQUEST FOR EXPRESSIONS OF INTEREST – HIRING OF A SOCIAL MEDIA AGENCY FOR AS-CFMS

(CONSULTING SERVICES – FIRM SELECTION)

Project/Organisation:	Assam State Comprehensive Financial Management System(AS-CFMS), Finance Department, Government of Assam
Procurement Title:	HIRING OF A SOCIAL MEDIA AGENCY FOR AS-CFMS
Application Deadline :	September 28, 2018; 1400 hrs
Type of Contract :	Consulting Service-Firm Selection
Method of Selection:	Consultant's Qualification based Selection (CQS)
Expected Duration of Assignment :	12 Months which may be extended for up to two more years based on satisfactory performance.

1. Finance Department of Assam Government is implementing Assam State Public Finance Institutional Reform (ASPIRe) Project with World Bank funding assistance. The key components of the project include Strengthening Public Finance Framework & Strengthening Capacity and Governance by implementation of Treasury Reforms, Improving Efficiency of tax administration, providing effective tax payer's services by reforms in business processes and information systems in Revenue generating Departments. The AS-CFMS intends to apply part of the proceeds for consulting services.
2. Objectives of the assignment is to develop and execute the social media strategy and ensure overwhelming presence for the Finance Department, Government of Assam across social media. The details activities are mentioned in the Draft Terms of Reference.
3. The consulting services ("the Services") from an eligible social media firm is required for the AS-CFMS initially for one year which may be extended up-to two more years based on the satisfactory performance.

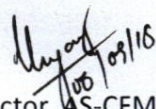
4. The AS-CFMS now invites eligible consulting firms ("Consultants") to indicate their interest for providing these services. Interested Consultants should provide information (proof) demonstrating that they have the required qualifications and relevant experience to perform the services. The short-listing criteria are as:

- The Agency must be incorporated & registered in India, under the Indian Companies Act /Societies Registration Act/Trust Act/ any other Act in India and should be in operations for minimum of 5 years.
- The agency should have full accreditation/certification with Indian Newspaper Society (INS) and Directorate of Advertising and Visual Publicity (DAVP).
- The Agency should have a in-house qualified creative team with experience in designing of creatives for print, outdoor media, print collaterals and production of TV & Radio advertisement for at least 5 (five) nos. government and public sector undertakings within last 2 (two) years.
- The agency should have Average Annual Turnover of Rs. 30,00,000 (Rupees Thirty Lakh) from the last 3 financial years (2015 – 16, 2016 – 17, 2017 – 18) from social media consultancy domain.
- Preference will be given to a Firm which has a base in Guwahati, Assam.
- Firm should have experience of working with Central/State governments. Experience of externally funded projects would be desirable.
- Preference will be given to the staff having knowledge of Assamese and English for easy communication.
- The firm must have completed at least 5 projects in relevant domain (i.e. Social Media Management and Reporting Tools (like Facebook Analytics and Twitter Analytics, etc.); Social Media Management Tools (like Buffer, Hootsuite, Link Shortener and Social Studio, etc.); and Social Advertising Campaigns in platforms such as Twitter and Facebook) in the last 3 financial years.

The list of documents to be submitted along with EoI is:

- a. Organization details including Name, Complete Address, Contact Number, details of the Contact Person, Email ID, Brief Description of the organization etc.
- b. Incorporation / Registration Certificate
- c. Copy of the INS and DAVP registration certificate
- d. Copy of the Goods & Service Tax Registration certificate.
- e. Copy of Income Tax PAN Card No (Photocopy of the PAN Card to be submitted).
- f. Experience of dissemination in both electronic and print media of at least 5 governments/ public sector undertaking campaign during the last three (3) years. (Work order/completion certificate to be furnished).

- g. Self- certified profile of core staff with domain expertise and experience (brief profile)
 - h. Certificate from the statutory auditors/ Chartered Accountant certifying the turnover from consultancy business from India operations during the last three financial years.
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- 5. Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. The nature of association, whether JV or Sub-Consultant shall be mentioned in the EOI.
 - 6. A Consultant will be selected in accordance with the Consultants' Qualifications (CQS) Method set out in the Consultant Guidelines.
 - 7. Further information can be obtained at the address below during office hours [*i.e.* 1000 to 1600 hours].
 - 8. Expressions of interest must be submitted (in hard copies only) at the following address and last date for submission of Eoi is up to 1400 hrs of September 28, 2018.


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Phone: +91-361-2232513,
aspire.pmu@assam.gov.in

Draft Terms of Reference - Hiring of a Social Media Agency for AS- CFMS

1. Background

- 1.1. Finance Department is implementing Assam State Public Finance Institutional Reform(ASPIRe) Project with World Bank funding. The key components of the project include Strengthening Public Finance Framework & Strengthening Capacity and Governance by implementation of Treasury Reforms, Improving Efficiency of tax administration, providing effective tax payer's services by reforms in business processes and information systems in Revenue Generating Departments.
- 1.2. Special Purpose Vehicle created in the name of Assam Society for Comprehensive Financial Management System (AS-CFMS). The society is registered vide RegdNo.KAM (M)/253/M/687 Dated 02.03.2016. The society seeks to engage a firm with the following Scope of Works as mention in Section 2.

2. Objective:

The objective of the assignment is to develop and execute the social media strategy and ensure overwhelming presence for the Finance Department, Government of Assam across social media.

3. Scope of Work:

- Designing of infographics and banners for Social Media/digital media outreach in English and Assamese.
- Research and developing content Social Media/digital media outreach in English and Assamese for the Finance Department and its subordinate offices.
- Develop a Standard Operating Procedure for managing the Finance Department Social Media profiles.
- Translate, design & develop and fine-tune some materials available in English to Assamese.
- Management of the various social media pages/accounts/handles under the Finance Department, Government of Assam and the initiatives of the Finance Department and its subordinate offices.
- Creation of additional social media handles/pages/accounts as per direction of AS-CFMS.

- Deploy dedicated resources to regularly update the social media handles/pages/accounts.
- Constantly update the content and regularly monitor the comments and reactions.
- Share regular feeds and updates with AS-CFMS.
- Live tweet and post during key events like Assam Budget.
- Social Media Optimization (SMO) and Social Media Marketing (SMM) for the Finance Department, Government of Assam.
- Social Media Management and Reporting Tools (like Facebook Analytics and Twitter Analytics, etc.); Social Media Management Tools (like Buffer, Hootsuite, Link Shortener and Social Studio, etc.); and Social Advertising Campaigns in platforms such as Twitter and Facebook for the Finance Department, Government of Assam.
- Search Engine Optimization (SEO)

4. Duration of the assignment:

The duration of the assignment will be for a period of One (1) year. The assignment may be further extended depending upon satisfactory performance of Agency & requirement of Assam Society for Comprehensive Financial Management System (AS-CFMS).

5. Project Support:

Assam Society for Comprehensive Financial Management System (AS-CFMS) will provide available necessary information, data, reports and other documents required for accomplishing the objective of the assignment. However, the professionals of the agency will have to visit field operations for additional information, photographs etc.

6. Review:

The services and outputs of the service provider would be reviewed by the following officers and/or their representatives:

- Project Director, AS-CFMS
- Additional Project Director, AS-CFMS

7. Key Experts: Qualification and Experience:

The following are the minimum key personnel required to be deployed, based in the Finance Department/AS-CFMS Office, for providing the services to the department:

Sl.	Position	Experience	Duration of Deployment
1.	Social Media Expert (One)	Post-Graduate/Graduate/Post Graduate Diploma in Journalism/Mass Communication. Minimum 3 years experience handling social media campaign for Central/State	Full-time Onsite (Guwahati/Dispur)

		Department/PSU. Proficiency in preparing English and Assamese content for Social Media.	
2.	Social Media Expert (One)	Post-Graduate/Graduate/Post Graduate Diploma in Journalism/Mass Communication. Minimum 3 years experience handling social media campaign for Central/State Department/PSU. Proficiency in preparing English and Assamese content for Social Media.	Full-time (4 months on-site and 8 months from home)
3.	Graphic Designer (One)	Minimum 3 years experience in creating Social Media creatives for Central/State Department/PSU. Qualified/Proficiency in Adobe Photoshop, Illustrator, Adobe XD and CorelDRAW. Experience in UL/UX, video, animation and motion editing and designing will be bonus.	Full-time (4 months on-site and 8 months from home)

8. Outputs for Social Media:

- Search Engine Optimization (SEO), Social Media Optimization (SMO), Online Reputation Management (ORM), and managing social media accounts/pages including costs of on-site and off-site staff
- Micro Site/Landing Page along with shared hosting
- Online Reputation Management
- Content Development
- Placing advertisements on Facebook, Google, YouTube, SMS, etc.

9. Term of Payments

Payment to the agency will be made on quarterly basis upon submission of invoices as agreed in the contract document.