

GSACS/NACP IV/IEC/SOCIAL MEDIA/2020-21/

Goa State AIDS Control Society
1ST FLOOR Dayanand Smruti Building,
Swami Vivekananda Road, Panaji-Goa

Date:

Quotations Notice

Sealed quotations duly superscribed as “quotation for Hiring / selection of professional agency for managing the social media of GSACS” are invited by the Project Director ,GSACS, Panaji so as to reach this office on or before 22/07/2020 upto 1:00pm

Social media is the key strategy in reaching out to various segments of the population. Hiring the Social media agency to provide clear, regular and reiterated communication on HIV/AIDS. The key messages will be to educate different segments of the population. The tasks involve routine / regular maintenance of social media channels for GSACS. Content building and post publishing along with increasing audience and network outreach.

The Requirements and deliverables are as follows:

1. Social media management of GSACS accounts (presently Facebook and Twitter) tailored to the local and different sections of vulnerable general population.
2. Create an overall plan for initial and ongoing social media activities & responsibilities and for key messaging strategies.
3. Assign a dedicated person to liaise with GSACS who will monitor, manage and moderate the social media pages, preferably based in Goa.
4. Content creation and Publish content and video content
5. Driving visibility for Likes & comments towards Social Media posts & events

Post publishing.

6. Social media and Online Reputation management
7. Two campaigns are planned during the next 5 months by GSACS one is on Elimination of Mother to Child transmission of HIV & syphilis and HIV & YOUTH

Terms & Conditions

- The period of the contract will be of 3 months, extension based on work satisfaction/Performance.
- Payment will be made by PFMS monthly on submission of bills at the end of the month. The details of the vendor to be submitted to GSACS
- Each bidder can submit only one Bid
 - The quotation will be opened on the same day at 3:00pm on the same day i.e 22/07/2020 in the presence of the bidders or their representatives who choose to attend in the office of the Project Director.
- All duties, taxes other levies and expenses payable to the bidder shall be included in the rate.
 - Submit Pan card copy
 - Submit bank details for payment

Phases	DELIVERABLES	TIMELINE
1&2	Concept & content options	5 days
3	Final Creative	2 days
4	Adaptation	1 day
5	Publish & manage	NA

Validity of the Quotation

- The Quotation shall remain valid for a period of 30 days only.
- The Project Director reserves the right to accept or reject any or all the quotations without assigning any reason thereof.
- technical & financial bid as per Annexures I & II

Project Director

Annexure I

Technical bid format

1	Name of Agency	
2.	Details about the organization and Domain specific experience	
3.	Proposed approach & methodology including	
	a. Understanding the themes	
	b. Strategic Thinking	
	c. implementation strategy	
4.	CV of key functionaries of the team that will handle the assignment	
5.	Work experience	

Project Director

Annexure II

Financial Bid

Sr.no	Type of Item	Total amount for 3 months
1.	Facebook	
2.	Twitter	

Name of the Bidder

Project Director

Signature