

MEGHALAYA INFRASTRUCTURE DEVELOPMENT & FINANCE CORPORATION (MIDFC)

Shillong, Meghalaya

No:MIDFC-Empanelment of Agency-2020-33-533

Dated: 05-Aug-2020

Expression of Interest for Empanelment Agencies for Social Media Management for Government of Meghalaya

Meghalaya Infrastructure Development & Finance Corporation Ltd. (MIDFC), a Company registered under The Companies Act, 2013 was constituted by the Government of Meghalaya to prepare projects, mobilize finance, facilitate procurement and provide credit support service for construction, development, operation, maintenance, rehabilitation and upgradation of bankable infrastructure projects in the State of Meghalaya. MIDFC is now entrusted with the role of a facilitator for infrastructure projects to be executed in the State of Meghalaya. Meghalaya Infrastructure Development & Finance Corporation Ltd. (MIDFC), on behalf of Planning Department Government of Meghalaya is in process to appointment Social Media Management Agencies for State. MIDFC seeks to empanel local agencies based in Meghalaya with relevant experience and expertise in Social Media Management related activities.

The objectives of the MIDFC under social media activities include:

- ❖ To reach out to the ever-growing population of netizens worldwide to create awareness about Meghalaya and various government initiatives
- ❖ Drive traffic to the Meghalaya Tourism Portal and eventually increase tourist traffic to Meghalaya.
- ❖ To create a strongly engaged community
- ❖ To increase visibility of Meghalaya in the Indian and global social media platform.
- ❖ To create a simple and user-friendly system for exchanging ideas and feedback.

A. Scope of work:

I. Social Media:

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- Creation and Maintenance of client's Accounts/Handles/Channels on Twitter, Facebook, YouTube, Instagram and Google Plus etc and at most 3 social media platforms which may emerge within the contract period.

II. Query Management, Media Tracking and Reporting

- All the queries received on all platforms must be replied to and addressed within 24 working hours in consultation with Client.
- Moderation of all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- Use a good industry standard monitoring tool (like Hootsuite, Buffer, Local Response, Brand watch, 33 Across or similar monitoring tool) for analysing comments / remarks about the MIDFC or agencies or departments associated with MIDFC in various online media like e- newspapers, e-magazines, blogs, social media platforms at national & international level.

III. New Look, Updates and Engage with users

- Give all Social Media Platforms a new look every week by putting up new creative's in line with overall theme/strategy
- Daily informative and promotional updates (at least three updates on Facebook, and Twitter, one on other platforms) in the form of relevant text, photos, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with Client
- Publicize all cultural events on all the social media platforms.
- Create relevant tagging & linkages of content on all platforms.

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IV. Online Amplification and Social Media Campaigns

- Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Digital Marketing activity across both Paid Media and Non-Paid media avenues on Digital and Mobile campaign.

B. Empanelment Period

- I. Time duration 2 years from the date of empanelment.

C. Eligibility Criteria:

- I. Agency shall have at least 3 years of experience in field of social media management and related activities with Government departments / PSU/ Private agencies.
- II. Agency shall have executed at least two similar projects with minimum 10,000 followers for such platforms. (Copy of work order and link of the platform shall be submitted by agency as a proof for work experience)
- III. Agency shall have at least 5 members team on payroll.
- IV. The bidding agency must have a valid PAN and GST Number.
- V. Agency shall have office and team based in Shillong.
- VI. This empanelment is limited to agency based in Meghalaya only.

D. Remuneration to the Individuals:

- I. Agencies empanelled under this EOI shall get the remuneration as per below details.

Sr. No.	Position	Number of Years of Experience	Monthly Remuneration
1	Team Leader- Social Media Management Expert	Shall have Minimum 8 Years of similar work experience	INR 52,000/-
2	Support Team member 1	Shall have Minimum 6 Years of similar work experience	INR 38,000/-
3	Support Team member 2	Shall have Minimum 4 Years of similar work experience	INR 27,000/-

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Note: Remuneration to the agency shall be inclusive all taxes and liabilities and exclusive of GST for eligible months. **Eligible month shall be calculated based on the engagement letter issued by MIDFC or department associated with MIDFC on need basis.**

- II. Engagement of empanelled agencies shall be on rotational basis in alphabetical order. Subsequent work shall be allotted based on their performance in earlier engagements.

E. Preparation & Submission of Proposal:

- i. Agency shall submit 'Form A', 'Form B', 'Form C' and 'Form D' along with self-attested documentary evidence to prove eligibility.
- ii. Submission of Technical Proposal:
 - a. **Soft Copy of Technical Proposal Submission:** Soft copy of technical Proposal shall be submitted in PDF format along with scanned signature on each page through email. The documents are to be send to midftender@gmail.com before the Proposal due date and time.
 - b. **Hard copy of technical proposal** shall be submitted on following address: to **Chief Operations Officer (COO)** Meghalaya Infrastructure Development Finance Corporation Ltd. (MIDFC) House No. L/A-56, Lower Nongrim Hills, Shillong East Khasi Hills Meghalaya-793003 (India)

F. Last Date and Time for submission of Proposal: 31-Aug-2020, 17:00 PM

G. General Terms & Conditions:

- i. MIDFC, Government of Meghalaya reserves the right to accept or reject all or any of the proposals without assigning any reason whatsoever. It is not obligatory for the MIDFC, Government of Meghalaya to accept any proposal or to give any reasons for their decision.
- ii. MIDFC, Government of Meghalaya reserves the right not to proceed with the Process at any time, without notice or liability, and to reject any proposal without assigning any reasons.
- iii. The decision of the CEO, MIDFC Government of Meghalaya shall be final in all cases.

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CORPORATION (MIDFC)**

Shillong, Meghalaya

-Sd-

Chief Operations Officer (COO)

Meghalaya Infrastructure Development Finance Corporation Ltd. (MIDFC)

Shillong East Khasi Hills

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FORMS

MEGHALAYA INFRASTRUCTURE DEVELOPMENT & FINANCE CORPORATION (MIDFC)

Shillong, Meghalaya

Form - A

Date:

To,

Chief Operations Officer (COO)

Meghalaya Infrastructure Development Finance Corporation Ltd. (MIDFC)

House No. L/A-56, Lower Nongrim Hills,

Shillong East Khasi Hills

Meghalaya-793003 (India)

Sub: Expression of Interest for Empanelment Agencies for Social Media Management in the state of Meghalaya.

Dear Sir,

I hereby confirm that (insert Agency name), the Applicant satisfy the terms and conditions laid down in the EOI document.

My contact details for official correspondence shall be as below:

- Postal Address:
- E-mail:
- Mobile No.:

I agree and undertake to abide by all the terms and conditions of the EOI Document. In witness thereof, I/we submit this Proposal under and in accordance with the terms of the EOI Document.

Yours faithfully,

(Signature, name and address)

**MEGHALAYA INFRASTRUCTURE DEVELOPMENT & FINANCE
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Form - B

Prescribed CV Format

1. Name:

2. DOB:

3. Contact address (including email, telephone mobile):

4. Qualifications:

5. Experience:

6. Areas of interest:

7. Membership of Professional Bodies:

(Signature)

Note: Applicant shall submit all the self-attested Academic certificates, Marksheets and Work Experience related documents along with CV.

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Form - C

Assignment Name:	
Project Location:	Services provided by the firm:
Name of Client:	Project Duration in Months:
Client Address:	Professional staff provided by Architect:
Number of Followers on the Social Platform:	Contract Value: Rs.
Start Date (Month/Year) :	Name of Associated Consultants, if any:
Completion Date (Month/Year):	NA
Scope of Work:	

Note: Work order/ Agreement copy/ Completion certificate from clients evidencing for similar work of experience shall be attached along with the above project detailed sheet for each individual projects