

AS-CFMS
(A Registered Society under Finance Department)
Assam Society for Comprehensive Financial Management System
F-228, F Block, Assam Secretariat, Dispur, Guwahati-781006 (Assam, India)

NOTICE INVITING SHORT QUOTATIONS

No. ASPIRe. 02/2019/1

Dated Dispur, the 10th January, 2019.

Sealed quotations affixing court fee stamp of Rs. 8.25 (Rupees eight and paise twenty five) only are invited from firm/individual having experience in Social Media and Media Promotion. The Scope of Work can be seen in Annexure- I .

The quotations will be received during scheduled office hours on or before 17.01.2019. The quotations will be opened on 18.01.2019 at 11A.M in presence of quotationers or their authorized representatives, if any.

The under-signed reserves the right to reject all or any of the quotation without assigning any reason thereof.

Sd/-(Shyam Jagannathan, IAS)
Project Director, AS-CFMS

Memo No.ASPIRe02/2019/1-A
Copy to:-

Dated Dispur, the 10th January, 2019.

1. Notice Board.
2. Copy to concerned file.
3. Website

Project Director, AS-
CFMS

Period of Social Media Campaign: 20th January, 2019 to 15th February, 2019

1: Social Media - Strategy, Design & Implementation

Sprucing up of the existing Facebook & Twitter

Design the campaign - 3 parts

A: Progress made by Assam in last 3 years

B: Budget Day - Live presentation / feed

C: Post Budget

Research for content and create / draft appropriate content for the 3-phase campaign

Design and update infographics and banners

Use people's bytes (videos) for use in social media

Constantly update the content and monitor comments and reactions

Share regular feeds and updates with officials of Department

Live tweets and posts on Budget Presentation Day

Relevant tagging and judicious use of hashtags

Weekly reports

2. Media Management

Preparing press releases and sharing to local, regional (NorthEast) and national press at regular frequency

Sharing updates to journalists on Budget on a seamless basis through emails and WhatsApp group

Daily media monitoring

Weekly report

Coordinating with Finance Minister Office for Video clips and Audio clips to be used in Electronic Media as FM Channels

3. Resource Deployment

1-2 onsite resources with capability in English, Assamese and good understanding and working experience in social media

3-4 offsite resources with high-end capability in content management, graphic design, social media management tools, analytics

1-2 senior resources with at least 10 years journalism & social media experience and high-end specialization in communications (higher degrees will get additional weightage)

4. Requirements

Agencies should have proven capabilities in handling social media and media management projects

- # Agencies with experience in working in similar environments shall be given additional weightage
- # Agencies having operational capabilities in Assam will be given weightage

5. Paid Promotion

The agency shall be required to also use organic tools for promoting social media handles and shall be required to give an estimate