

No. DHS/FW/InnovativeIECBCC/2022-23/558

Government of Goa
Directorate of Health Services
State Family Welfare Bureau
Panaji-Goa

Date: 4/10/2022

Quotation Notice

Sealed quotations duly super scribed as **“quotation for selection of agency for managing the social media of SFWB-DHS-Goa”** are invited by the Chief Medical Officer ,State Family Welfare Bureau, Directorate of Health Services, Panaji-Goa so as to reach this office on or before -14/10/2022 upto 1:00pm

Social media is the key strategy in reaching out to various segments of the population. In this regards. It is proposed to hire the Social media agency to provide clear, regular and reiterated communication on RMNCAH+N and other Health Programmes. The key messages will be to educate different segments of the population. The tasks involve regular managing, designing, Content building, post publishing reporting along with increasing audience and network outreach and maintenance of social media channels for SFWB, DHS.

The Requirements and deliverables are as follows:

1. Social media management of SFWB-DHS-Goa accounts Facebook, Instagram 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 SFWB-DHS-Goa who will monitor, manage and moderate the social media pages, preferably based in Goa.
4. Content creation and Publish content and video content and also boosting of pages/ content through daily or campaign mode.
5. Driving visibility for Likes & comments towards Social Media posts & events
Post publishing.
6. Social media and Online Reputation management
7. Designing and execution of campaigns.
8. Regular content innovations for better outreach to target population.
9. Verifying SFWB-DHS-Goa Social Media Accounts.

Terms &Conditions

- The period of the contract will be of 4 months (depending on the budget approval), extendable every quarterly depending on work satisfaction/ Performance.
- The following detail of the company may be given along with quotation

1	Name of Agency	
2.	Details of the person who will handle our media page/ account with contact number	

- 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 SFWB-DHS-Goa.
- Each bidder can submit only one Bid.
- All duties, taxes other levies and expenses payable to the bidder shall be included in the rate.
 - Presentation of its proposal has to be submitted to this office *(if required, parties will be called to give their presentation)*.
 - 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	1 day

Validity of the Quotation

- The Quotation shall remain valid for a period of 180 days only.
- The Director reserves the right to accept or reject any or all the quotations without assigning any reason thereof.

Chief Medical Officer