

**Government of West Bengal  
Panchayats & Rural Development Department  
Joint Administrative Building, Floor-9A, Block-HC-7,  
Sector- III, Salt Lake City, Kolkata- 106**

Memo No. 3808/RD/PH & S/S/IS-3/2015

Date: 06.08.15

**Notice**

Expression of Interest (EOI) is hereby invited from reputed and bonafide agency / firm having experience in executing similar nature of works for "Social Media Campaign" *by using different social media like Facebook, Twitter, Google Plus, LinkedIn, YouTube, Pinterest, WhatsApp and development and maintenance of one digital media (website) and MNB Periodical on bi-monthly basis* in the State Government's endeavour to achieve Open Defecation Free (ODF) status for all the Gram Panchayats in the State in a systematic manner.

Specific assignments to the agency will be the following:

1. Development, hosting, content development and updating and maintenance of an exclusive Website for Mission Nirmal Bangla at State level.
2. Enhancing presence of the Mission Nirmal Bangla and highlighting the achievements in the digital space by preparing institutional pages in the following social media platforms and regular posting of contents on such social media platforms:
  - a. Facebook
  - b. Twitter
  - c. WhatsApp
  - d. Pinterest
  - e. Google Plus
  - f. LinkedIn
  - g. YouTube
3. Designing and developing including content development of a bi-monthly newsletter for Mission Nirmal Bangla (of an average of 16 pages per issue).

For all the assignments extensive visit to the field will be required so that photographs, success stories, stories of change, innovating initiatives, interviews of key stakeholders, news items, coverage of different meetings, workshops, symposia, training programmes and other materials can be developed which should in turn feed into the website/ social media platforms and the periodicals.

All the materials developed in course of the process like photographs, audio visual documentation, write up etc. will have to be handed over to the Mission authority in appropriate, replicable format for their use subsequently.

**Credentials of the Agency/ Farm:** This assignment requires the agency having a highly qualified workforce, consisting of experienced professionals in both marketing and creative

disciplines, who are well conversant with the communication needs in rural West Bengal. The incumbent agency should have:

- a) A minimum experience of 3(three) years in the field of social advertisement and Social and Behaviour Change Communication including designing and social media management. The agency must have demonstrated ability to handle large-scale multimedia campaigns including development of high impact audio-visual communication materials. The agency/Firm should have an experience of working with Government flagship programmes, especially in the field of rural/urban/social development.
- b) A proven expertise in carrying out similar (scale and target audience) campaigns through a combination of social media, radio and television, electronic media, and other digital media platforms; having professional expertise in media planning for rural areas. The agency should have produced communication material(s) targeted at the general masses, preferably in the West Bengal context.
- c) A full-fledged office in Kolkata with a complete team of creative, digital and marketing professionals. The agency should have all complete access to the modern means of communication with dedicated instruments and connectivity.
- d) Valid trade registration, income tax, service tax registration from competent authority.

The eligible agency / firm may submit its expression of interest together with the proposal, detailed action plan, rate and expected payment procedure for the said activities.

Rates for the three specific assignments may be quoted separately. The Authority may decide to split the assignment to different agencies, based on assessment of the proposals furnished by the agencies.

The proposal should be in the form of a two-part bid, the first part containing the technical proposal and the second part, the financial proposal. The technical bid should also be supported with the documents containing the credentials of the agency /firm including its current testimonials for the last three years.

The agency / farm will be provided opportunity to showcase their concept and innovative ideas in front of the selection committee to support their technical bid for a maximum time limit of 10(ten) minutes on 14<sup>th</sup> Aug. 2015 at 3 p.m.


The Mission authority reserves the right to reject any proposal on evaluation of the technical proposal itself, without even opening the financial proposal. However, if both the technical and financial proposals are considered, there will be weightage assigned for evaluation of both the components of the proposals.

The EOI is to be submitted in the following manner within 12:00 noon on 14 August 2015 in the office of the *Commissioner in the P&RD Department, Government of West Bengal (Mission Director, Mission Nirmal Bangla), Joint Administrative Building, Floor-9A,*

**Block-HC-7, Sector- III, Salt Lake City, Kolkata- 106.** The rate amount quoted should be inclusive of all taxes & charges and for the contract period.

**Manner of submission of the EOI:**

1. First sealed cover containing the technical proposal along with a profile of the organisation and superscribed 'Technical Proposal from----- (name of the agency)'.
2. Second sealed cover containing the financial proposal along with appropriate break -up of the cost and superscribed 'Financial Proposal from ----- (name of the agency)'.
3. Both the sealed covers to be submitted within a larger sealed cover superscribed 'Expression of Interest for Social Media Campaign for the activities under Mission Nirmal Bangla" by ----- (name of the agency)'.

  
(D. Sarkar)  
Commissioner in the P & RD Department

6.8.2015

## Terms of Reference for Social Media Campaign under Mission Nirmal Bangla

### Introduction:

On 2<sup>nd</sup> October 2014 the Government of India restructured the erstwhile Nirmal Bharat Abhiyan (NBA) as Swachha Bharat Mission (Gramin) with the mandate of making the country ODF by 2<sup>nd</sup> October 2019. Government of West Bengal had already started the journey towards achieving ODF status for the State under the banner of Mission Nirmal Bangla. The objective of achieving ODF will be realised through a Mission constituted in Panchayats and Rural Development Department, Government of West Bengal. Throughout the intervention, construction activities will be interspersed with a rigorous and sustained behaviour change communication at the individual and community level so as to ensure that using toilets for defecation becomes the universal norm in the villages.

### Objectives, scope of work and deliverables:

1. Development, hosting, content development and updating and maintenance of an exclusive Website for Mission Nirmal Bangla<sup>1</sup>

- <sup>1</sup> The Website should contain static pages, dynamic pages, data entry interface and reports. The existing applications of the said Website should be username restricted and password protected.
- Selective stakeholders should have option for uploading facts and figures including photographs in the Website using specific username and password with prior approval of the State.
- The Website should contain photo gallery and AV clippings of different activities with description.
- The agency/ firm will also responsible for domain registration, booking web-space for uploading data, initially for 100 GB with provision for future addition of space, as per requirement.
- Website should include success stories section in place (linked to blog)
- There has to be separate section for project components, mission objectives, events, news and tenders etc.
- Social Media links should be there on homepage and all inner pages like photo-gallery and video gallery
- The website should be built on open source platform and should load fast on desktops, laptops and smartphones
- The site should be Android, iOS and Windows mobile compatible
- Different state level activities, Government Orders and other relevant documents should also be uploaded on regular basis
- Monthly achievements of IHHL construction, saturation, ODF achievement, performance of school sanitation, SLWM, CSC, Nirmal Ganga Action Plan should be uploaded in different social media and digital media in graphical, pictorial and analytical mode on regular interval.
- The agency should develop an MNB App for better penetration.
- The existing website of the Mission, which is in a very nascent stage may be used by the agency for further development and secured hosting.

2. Enhancing presence of the Mission Nirmal Bangla in the digital space by preparing institutional pages in the following social media platforms and regular posting of contents on such social media platforms:
  - a. Facebook
  - b. Twitter
  - c. WhatsApp
  - d. Pinterest
  - e. Google Plus
  - f. Google Adwares
  - g. LinkedIn
  - h. YouTube
3. Designing and developing including content development of a bi-monthly newsletter for Mission Nirmal Bangla (of an average of 16 pages per issue).

The assignment will require close coordination with District authorities (District Sanitation Cell of respective ZillaParishads/MahakumaParishad) and State authorities of Mission Nirmal Bangla.

**Duration:** Initially for one (1) year.

**Payment :** As per approval after discussion

#### **Terms and Conditions**

1. No advance payment will be considered.
2. After completion of works, two bills in original along with evidence of work and copy of work order should be submitted for making payment.
3. The ownership of the final documents will vest with the Department and the agency will have no proprietary or other intellectual rights in respect of the same.
4. Department has the right to cancel / postpone the tender without assigning any reason or to reject offer received from any agency without any intimation to the bidder.
5. The Department of Panchayats and Rural Development, Government of West Bengal reserves its right to place an order for full or part quantities under any items of work under scope.
6. Department will have full right to get the job completed through another agency at the cost of the selected agency.
7. The decision of the Panchayats and Rural Development Department shall be final and binding in every matter pertaining to assignment of the above work.