



Uttarakhand Livestock Development Board

Pashudhan Bhanwan, IInd Floor, P.O. Mothrowala,

Dehradun-248001, Uttarakhand, India

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Terms of Reference
for
Selection of Agency for
Digital and Social Media Management for
Department of Animal Husbandry, Government of Uttarakhand

EOI No. 3720/Est./1(225)/2017-18 Dated 4th January 2018

Issued by

Uttarakhand Livestock Development Board

Department of Animal Husbandry,

Government of Uttarakhand

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1. Background

Uttarakhand Livestock Development Board has been constituted by Government of Uttarakhand as an autonomous body having its registration in Societies Registration Act, 1860 with its registered office at Dehradun bearing the registration No.343/2001-02 dated 27th June 2001. The Uttarakhand Livestock Development Board is state implementing agency for implementation of Bovine Breeding activities in the State of Uttarakhand.

Livestock farming is Germaine to Uttarakhand and forms an integral part of the rural economy contributing in some form or the other to household income and family nutrition, besides producing the much needed biomass and draught power for agricultural operations. This activity is carried out in majority of the household across the state and provides employment to the marginal and landless farmers.

Department of Animal Husbandry, Government of Uttarakhand through Government Veterinary Hospitals and Veterinary Dispensaries spread throughout the Uttarakhand State is delivering prophylactic, treatment and extension facilities to urban, semi urban and rural households.

In keeping with the vision of Intensifying and Creating New Opportunities in the field of Animal Husbandry for increasing Employment Generation and Enterprise Development it is felt to harness the power of Social and Digital media to efficiently and effectively deliver on various areas of this vision.

2. Objective

- The objective is to promote Department of Animal Husbandry, Government of Uttarakhand on the digital medium which includes social media channels, Email and SMS Marketing, Whatsapp, in Hindi, English and regional languages.
- Expand the visibility of Department of Animal Husbandry, Government of Uttarakhand by way of effective branding across various online touch points.
- To establish the credibility of Department of Animal Husbandry, Government of Uttarakhand across various communication platforms by ensuring a value proposition in terms of demonstration of service delivery to customers.
- Sustain conversation with people by identifying and engaging serious stakeholders at various levels through the platforms and subsequently increasing the demand for the service

A project of this scale requires the creation of a well-planned and detailed communication strategy and thorough execution that can help meet the objectives of the program. It is therefore imperative that consistent messages

are conveyed across all channels. To carry out this task Expression of Interest are invited from experienced Social Media Agencies.

3. Scope of Work

- Generate buzz around various catch phrases such as Livestock, Poultry, Dairy Farming etc.
- To communicate Governments various initiatives, events and increase the demand and adoption for the initiatives
- To promote research around animal husbandry
- To build 2-way communication with various stakeholders like Farmers, NGOs, Goshalas, practitioners etc.
- Establish collaboration and network arrangements with overseas to obtain new technologies and upgrade skills on breeding program
- Communication with Urban, Semi Urban and rural audiences

Creation & Maintenance of Social Media Platforms: To create and subsequently maintain the official FB, Twitter Profile, YouTube Channel etc.

- I. **Fresh look:** Give all Social Media Platforms a new look every week/fortnight putting up new creative's, cover images on various theme lines.
- II. **Content Updates:** Regular informative and promotional updates in the form of relevant text, photos, audio, video, interactive content, interviews, news, quiz etc.
- III. **Engage with users:** Regularly organize online contests/quizzes on the all platforms as per the approved strategy.
- IV. **Query Management:** All the queries received on the all platforms must be replied to and addressed within 24 hours and appropriate records will be maintained.
- V. Set up a Response management and Escalation matrix
- VI. **Key Influencer Program:** Planning and executing a "Key Influencer Program". The Influencer program will aim at engaging Top social media influencers and will also focus on blogs & forums. The program will aim to generate content for social channels and blogs, web listings, directory submissions etc.
- VII. **Gate Keeping:** Moderation of the all platforms with a regular frequency in order to deal with spam, unauthorised advertisements, inappropriate content etc.
- VIII. **Tagging:** Create relevant tagging, hashtags & linkages of content on all the platforms.
- IX. **Maintain a Photo& Video Bank:** A recording of all photos and videos with cataloguing will be maintained and handed over at the end of the contract period to the concerned officers
- X. **Digital Sensitization:** Training and capacity building of departmental officers to maximize usage and promotions of Social Media.

- XI. **Reporting:** Tracking sentiments and regular reporting on the effectiveness of the social media strategy.

Social Media Management

The agency shall begin social media management from the day of work order issued including but not limited to the following activities –

- I. The Agency shall create and maintain the official Facebook Page, Twitter Profile and YouTube Channel, Google plus, LinkedIn, Instagram and Whatsapp and any other social media etc. of Department of Animal Husbandry, Govt. of Uttarakhand
- II. Build up strategy for engaging with social media and amplifying reach.
- III. **New Look:** Give all Social Media Platforms a new look as per requirement by putting up new creative, cover images on various theme lines as and when required.
- IV. **Updates:** Regular/daily informative and promotional updates in the form of relevant text, photos, audio, video, interactive content, interviews, news, quiz and creative design etc.
- V. **Engage with users:** Regularly organize online surveys etc. on all platforms as per the approved strategy.
- VI. **Publicity:** Publicize promotional events, national & regional programs, skill development programmes, festivals, cultural events, workshops, seminars & foundation days etc. Listing all the platforms.
- VII. **Query Management:** All the queries received on the all platforms must be replied to and addressed online, live or within 12 working hours after receiving approved information and appropriate digital records must be maintained and handed over to the Department of Animal Husbandry, Govt. of Uttarakhand whenever desired.
- VIII. **Gate Keeping:** Moderation of the all platforms with a frequency of minimum but not restricted to 2-3 times a day in order to deal with spam, unauthorized advertisements, inappropriate content and corrective action etc with adequate and appropriate firewall.
- IX. **Social Media Tracking:** Use a good industry standard monitoring tool for tracking comments, remarks as per scope of work already defined in the document in various social media platforms etc. both offline & online.
- X. **Tagging:** Create relevant tagging, meta tagging, hash tags & linkages of content on all platforms.
- XI. **Photo, Video Bank:** A Photo, Video Bank with cataloguing to be developed with regular updations of quality and high resolution aesthetic photographs, videos of relevant activities and events, per account periodically as per consultation with the department.
- XII. **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored for appropriate action and reported to the department.
- XIII. **Reporting:** The agency must submit weekly "Effectiveness Analysis" to the concerned authority on the effectiveness of the social media strategy.

The agency must submit a detailed analysis on the steps undertaken for overall promotion of a particular event/program, on the Social Media Platforms and the results achieved. A daily report shall be generated to the concerned department for the activities undertaken.

- XIV. Posting on social media should be done in 19 vernacular languages as and when required.
- XV. Capacity building: Training and Capacity building of the officers of the Department of Animal Husbandry, Government of Uttarakhand to manage social media sites and activities.

Online Amplification:

Using various data driven techniques we would seek to amplify our various SM activities

- I. Providing amplification of Digital Marketing (Marketing mainly on the internet but also including mobile phones, digital display advertising and any other digital medium through techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influence marketing, content automation, campaign marketing, data driven marketing and e-commerce marketing, social media marketing, social media optimization etc.) communication and messaging through planning and execution of a Social Media Marketing activity across both Paid Media and Non-Paid Media avenues.
- II. Media planning & providing professional inputs and support in buying of media for Social Media Campaigns (On line and Mobile) for running digital banners, adverts etc. on themes, subjects to be decided in consultation with the department.
- III. Executing the digital campaigns on the basis of Overall Media Strategy and the social media strategy and undertaking activities like optimization of campaign, reporting etc.
- IV. Planning and executing a Key influencer marketing targeting top influencer in the industry.
- V. The influencer marketing will focus on blogs and other social media channels.
- VI. Planning and executing social media monitoring programme.

The key languages to be monitored will be Hindi, English and regional language of Uttarakhand.

4. Monitoring and Reporting

The Agency will provide the following:

- Daily/ Weekly/ Monthly report
- Problems and constraints encountered
- Planned activities for the ensuing month

- The progress will be reviewed and the observation there on to be complied by the Agency

5. Eligibility Criteria

Sr. No.	Criteria	Documentary Evidence to be submitted
1	The Agency/ Company should be a registered entity and must have been in operation for a minimum period of 5 years as on 01st April 2017 with at least 2 years' experience in providing service in Social Media Management.	i) Certificate of Incorporation / Registration ii) Pan Card iii) Service Tax/ GST Registration iv) Certificate of CA for a minimum 5 years of in operation with at least 2 years' experience in providing service in Social Media Management as on 01st April 2017
2	The Agency/ Company should have a minimum annual turnover of Rs. 25 Crore during the last three financial years	Certificate of CA to be submitted.
3	In the last 2 Years the Agency/ Company must have completed / or have in progress a minimum of 2 projects of Social Media Management for Government / Public Sector Undertaking	A copy of the work order / Client Completion Certificate for each of the projects undertaken to be submitted.
4	In the last 2 Years the Agency/ Company must have completed / have in progress a minimum of 2 projects of Social Media Management for the Private sector.	A copy of the work order / Client Completion Certificate for each of the projects undertaken to be submitted.
5	The Agency/ Company shall not be under declaration of ineligibility for corrupt or fraudulent practices with any Government department/ agencies / ministries or PSU and should not have been black listed at the time of submission of bid.	Self-certification on Agency's/ Company's letter head signed by an authorized representative as per format at Annexure - I.
6	The Agency/ Company must have a minimum of 10 experienced professionals in the area of Social Media Management.	A Self certificate on the Agency's/ Company's letter head signed by an authorized representative of the agency to be submitted.

7	The Agency/ Company should have a full-fledged establishment within Delhi/ Dehradun/ Uttarakhand and an office with a dedicated team in Delhi/ Dehradun/ Uttarakhand.	An undertaking to this effect and clearly indicating details of the team members who will work on Uttarakhand Livestock Development Board, Department of Animal Husbandry, Government of Uttarakhand account, should be submitted on the agency letter head, duly stamped and signed by the authorized representative of the agency.
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6. Documents to be submitted

The interested agencies qualifying the Eligibility Criteria as mentioned in Point No. 5 are invited to submit their Expression of Interest (EoI) along with all the documents establishing Eligibility Criteria. Furnish all particulars mentioned in this Term of Reference, including name of contact person, address for communication, e-mail address, telephone numbers.

Failure to provide any of the listed documents or information shall negatively affect the qualification to participate in future process. Notwithstanding the submission of this documentation, Uttarakhand Livestock Development Board is neither committed nor obliged to include any agency on the tender list or award any form of contract to any agency and/or associated agencies.

Please note that this is not an invitation to tender. Full Request for Proposal will be provided only to agencies who have been successfully pre-qualified through this Expression of Interest and suitable to provide this service/ execute the project.

Interested agencies having relevant experience and expertise as required for the above service/ execute the project and willing to provide services are invited to submit their Expression of Interest by 2.30 PM of 27.01.2018. The hard copies of the same should be submitted to Uttarakhand Livestock Development Board through courier/post on or before 2.30 PM of 27.01.2018 in the envelope superscribing "Expression of Interest No.3720/Est./1(225)/2017-18 Dated 4th January 2017 for Selection of Agency for Digital and Social Media Management for Department of Animal Husbandry, Govt. of Uttarakhand" at the following address:

Uttarakhand Livestock Development Board,
Pashudhan Bhawan, IInd Floor, Left wing,
P.O. Mothrowala, Mothrowala Road,
Dehradun-248001, Uttarakhand

Uttarakhand Livestock Development Board reserves the right to (a) accept or reject any/all Expression of Interests submitted by agencies (b) cancel the process at any time without any liability and assigning any reason thereof.

Chief Executive Officer,

Uttarakhand Livestock Development Board

Declaration of ineligibility for corrupt or fraudulent practices

(To be provided on Agency/ Company letter head)

To,

Chief Executive Officer
Uttarakhand Livestock Development Board
Pashudhan Bhawan, IInd Floor, Mothrowala, Dehradun-248001,
Dehradun-2848001, Uttarakhand

Subject :- Declaration of ineligibility for corrupt or fraudulent practices.

Madam / Sir,

This has reference to Uttarakhand Livestock Development Board, Department of Animal Husbandry, Government of Uttarakhand, EoI No..... dated for Selection of Agency for Digital and Social Media Management for Department of Animal Husbandry, Government of Uttarakhand.

In this context, I/We, as an authorized representative(s) of company, declare that presently our Company/ firm has an unblemished record and is not declared ineligible for corrupt & fraudulent practices, is not blacklisted either indefinitely or for a particular period of time, nor has had work withdrawn, by any State/ Central Government/ PSU.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, the EoI submitted will be treated as cancelled.

Thanking you,

Name of the Agency/ Company:

Authorized Signatory:.....

Name:

Seal:

Date: