



Expression of Interest (EOI) For Content Creation & Operationalization of Social Media Channels under PM-YUVA Yojana Project

Pradhan Mantri Yuva Yojana (PM-YUVA)
Ministry of Skill Development and Entrepreneurship (MSDE)
Government of India
NIESBUD, A-23, Sector – 62, Noida 201309

REQUEST FOR EXPRESSIONS OF INTEREST

*Expression of Interest (EOI) For Content Creation & Operationalization of Social Media Channels under–
PM-YUVA Yojana Project*

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Disclaimer

The information contained in this Expression of Interest document (“**EOI**”) or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

The PM-YUVA, NIESBUD may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI.

All information contained in the EOI, to be subsequently provided / clarified are in good faith. This is not an agreement although, this may form the basis for the project to be arrived upon. The EOI is the first step or the initial step for the project initiation.

PM-YUVA, NIESBUD reserves the right to cancel or withdraw the EOI without prior notice.

EXPRESSION OF INTEREST FOR

Recruitment of Agency for Content Creation & operationalization of Social Media Channels under PM-YUVA Yojana

The Pradhan Mantri YUVA Yojana (PM-YUVA) is a centrally sponsored program of Ministry of Skill Development and Entrepreneurship (MSDE), Government of India that is being implemented by National Institute for Entrepreneurship and Small Business Development (NIESBUD). PM-YUVA Yojana aims to create an enabling ecosystem for entrepreneurship development through entrepreneurship education & training, advocacy, and easy access to entrepreneurship network promoting social entrepreneurship. As part of the project, the PM-YUVA, NIESBUD (referred to as Institute) is planning to develop a social media platform to promote entrepreneurship.

PM-YUVA YOJANA, on behalf of the Ministry of Skill Development and Entrepreneurship, Government of India, invites EOI and possible synergies for development of Social media platform through Content Creation different social media channel such as YouTube, Facebook, and Instagram. PM – Yuva is planning to leverage social media platform to develop entrepreneurship. (PM-YUVA will be referred to as **Institute**).

PM-YUVA Yojana, a centrally sponsored Project for creating an enabling eco-system for entrepreneurship development through entrepreneurship education and training; advocacy and easy access to entrepreneurship support network and promoting social entrepreneurship.

The Institute invites enterprises to come forward with their outline, proposition for undertaking the Project in conformity with the Scope of work.

The Institute intends to select the most suitable and competent enterprise for the project. This will be in accordance with the procedure set out by the Institute.

The interested enterprises may write to chatterpal.pmyuva@nic.in and solomon.pmyuva@govcontractor.in for more information. The address for communication will NIESBUD, A-23, Sector-62, NOIDA, U.P. – 201309.

1. Introduction & Background

The Pradhan Mantri YUVA Yojana (PM-YUVA) is a centrally sponsored program of Ministry of Skill Development and Entrepreneurship (MSDE), Government of India that is being implemented by National Institute for Entrepreneurship and Small Business Development (NIESBUD) (Institute) PM-YUVA Yojana aims to create an enabling ecosystem for entrepreneurship development through entrepreneurship education & training, advocacy, and easy access to entrepreneurship network. As part of the project, it has been decided to undertake **“Content Creation & operationalization of Social Media Channels under PM-YUVA Yojana”**.

The Institute invites proposals as part of EOI undertaking as part of the pilot Project in conformity with the Scope of work. The institute desires to engage a credible professional agency for **“Content Creation & operationalization of Social Media Channels under PM-YUVA Yojana”**.

The initiative aims to create awareness and raise new entrepreneurs in the ecosystem in addition to identifying scale up entrepreneurs, who have defied the odds. The work requires comprehensive content creation and management on the social media space and associated creative services. Specific focus has to initially be assigned to encourage and inspire more entrepreneurs to take up entrepreneurship activities.

The agency/enterprise must have domain knowledge, across social media and video media. An in-house production facility will be an added advantage. All other requirements such as manpower, tools, creative content, etc. will have to be met by the agency. Agency must have proven and relevant expertise in these work areas. The entire data will also be required to be stored / archived efficiently and the agency shall bear the responsibility to provide to the Institute, as and when required. The agency must put in place effective and adequate mechanism and systems for ensuring and maintaining the backup, storage and recovery mechanism.

2. Objective and Scope of Work

The broad role of the agency will be Social media management, digital strategy, online content creation, online social community management, online reputation management and performance marketing

The scope of work shall comprise:

Strategize, set up, manage and execute channel-wise strategy for the Institute's identified channel pages - social media platforms LinkedIn, Facebook, Twitter, Instagram and YouTube. These are classified as per the below categories

Content Creation

- (i) Collaborate, brainstorm and actively participate in strategy discussions with the PM YUVA – NIESBUD team to understand and receive briefs, ideate on new approaches and devise outreach plans
- (ii) To curate content for social media channels as per the content calendar that may be finalised after discussions with PM YUVA - NIESBUD team. The calendar may be reviewed from time to time. The purpose is to disseminate the content across all online media channels on Institute's Social Channel Pages. The channels include YouTube, Facebook, Instagram, LinkedIn and Twitter
- (iii) The content may include V Log, Talk show, Tutorial Videos, Educational/informational Videos, Q & A Interviews, beneficiary stories Explainer Videos, Voice over led etc. The format to be undertaken along with complete script, possible packaging in terms of music production, will need to be finalised with the NIESBUD-PM YUVA team.
- (iv) Post production (recording & editing) of the content that may be distributed to PM-YUVA/ NIESBUD's social media channels. Post the production of a YouTube video content, the same may be translated with a voice over, in Hindi and other regional languages to reach a wider audience reach.
- (v) Distribution of the edited & finalized content through PM-YUVA/ NIESBUD's social media channels
- (vi) Overall management of the Social Media Channels.

Build subscriber base

- (vii) The Agency shall have to devise a strategy to build a subscriber base and ensure its growth over a period of time.
- (viii) The data / analysis of growth of subscriber base, number of viewership (likes etc.) may be shared with the Institute from time to time.

Scalable

- (ix) After one month of pre-launch activity, the initial 3 months of engagement, the conventional social media channels YouTube, Facebook, Instagram, LinkedIn and Twitter will need to be developed and maintained.
- (x) Post the 3 months of pilot, new avenues of content dissemination may be considered. The new channels could be, blogs, open media platform, Open OTT and Podcast
- (xi) To start with, the content may be in English and Hindi. Since, the project is of Pan India nature, therefore simultaneously the work on content in regional languages may be initiated post a discussion with the institute.
- (xii) There may be 1 primary content followed by translated content into 8 major regional languages. English to Hindi or vice versa. (Voiceover example)
- (xiii) The pages / channels may be maintained in such a way that there is a scope to accommodate multiple events / posts/ content in simple easy to access.
- (xiv) The time lines of adding content may be in accordance with data driven approach, by targeting the time of the day when the post(s) can be viewed the most (hit rate percentage).

System for Content Dissemination

- (xv) The institute is involved with various initiatives through the week. The initiatives include mentoring programs, workshops, trainings, field visit, entrepreneurs launching their enterprises etc. For all these a simple system needs to be put in place for effective showcase on social media platform.
- (xvi) The above finds mention in the content and social media calendar.
- (xvii) The system may be created to facilitate multiple cross post on other platforms with ease.
- (xviii) Hit rate analysis, increase in subscriptions etc may be incorporated as per part of the guidelines to be followed
- (xix) Create relevant tagging & linkages of content on the all platforms.
- (xx) A detailed brand guideline needs to be put on place during the pilot on the entire process followed during the creative creation. (Design, artwork, and Production)

Continuity Planning

- (xxi) Consistently observe, improvise and implement basis weekly, fortnightly and monthly reports for all deliverables agreed upon during the association. Share regular reports with insights, best practices and suggestions for improvement.
- (xxii) May include repackaging, reindexing the content to ensure continuous engagement.
- (xxiii) Engage with the viewers/ followers to build a community.

Compliance

- (xxiv) Compliance to guidelines “For Framework & Guidelines for Use of Social Media for Government Organizations” issued by Department of Electronics and Information Technology Government of India

https://www.meity.gov.in/writereaddata/files/Approved%20Social%20Media%20Framework%20and%20Guidelines%20_2_.pdf

- (xxv) Other compliance includes

- Content Copyright
- Content Hyperlinking
- Scope & Quality of Content
- Design

- (xxvi) Query management

- All the queries received on the all platforms must be replied to and addressed within 24 working hours in consultation with the institute
- Moderation of the all platforms with a frequency of 2 times a day

- (xxvii) Security Features

- The agency shall put in place effective security systems so as to protect the content as well as the platform, such as make it hacker proof. Such as, two step security verification and password management,
- Revoking access and moderating process will need to be followed by the social media specialist every 2 days.

- (xxviii) Must Haves on Every Social Media Page / Channel

Home Page Requirements / Directing to website

- a) Attractive display headers (Displaying pleasant blurbs)
- b) Display footers

- c) Putting up active and recent updates
- d) Live chat window or WhatsApp compliant or messenger compliant
- e) Others Must Have information (Links to the below details)

- About Us
- Program Details and PM YUVA - NIESBUD initiatives & Schemes
- Success stories
- Contact Us
- Privacy Policy
- Copyright

(xxix) Storage management

- a. Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archive in digital formats.
- b. Availability of archive content should be for at least 180 days.
- c. The Agency may submit the archived content to the Institute within specified time in copies of Compact Disc.
- d. Creatives/Photos Bank- Creatives/Photos with cataloguing needs to be developed in advance. This can consist of at least 20 + Creatives/Photos/ Artwork of high quality and high-resolution aesthetic work of relevant activities and events.
- e. Multiple Creatives - As every creative or design is shared on multiple platforms, with specific framework, the same needs to be shared with source files.
- f. All work will be considered the property of the Institute.

(xxx) Miscellaneous Work

The agency will need to be available for brainstorming, coordination and planning meetings from time to time. The meetings may happen at NIESBUD HO. For this meeting social media expert will need to be present. These meeting will be to help the agency gather, collate, design, write content. All content posted on social media will be under supervision of the Institute.

Report and MIS

- (i) User should be able to perform search and knowledge entrepreneur discovery through social media platform.
- (ii) A detailed MIS needs to be reported every 10 days

- (iii) The reports might need to be made available on dashboard
- (iv) Strategy versus, hit rate may be measured along with comment analysis and engagement report

Benchmarks & Target Setting

- (i) Selected agency may be given the RFP, to proceed forward with a detailed proposal. However, it is expected of the agency to state in the EOI, possible projections achievable for the Institute's social Media Channel.
- (ii) These may include, audience growth rate, post reach hit rates, new views, increase in views, subscriber base, increase in engagement, new geography views, virality rate etc.
- (iii) The agency is expected to clearly outline what benchmarks they can help the institute achieve. The milestones along with the time required for the same may be documented.
- (iv) The Institute is open to new themes idea, strategy, methods, new creatives etc to carry forward the messaging of PM YUVA – NIESBUD schemes. The same may find mention in the EOI.

3. Eligibility Criteria

- a) The agency/firm can be government, semi-government and private organizations with at least 5 (five) years of experience in creation of online, video content and digital media. Experience in audio medium will also be an advantage.
- b) The agency/firm should have a turnover of not less than of Rs 1.5 Cr. in each of last 3 years (FY 2017-18, FY 2018-19, FY 2019-20). Copies of company balance sheet, certified by the chartered accountant should be attached. *(In case, the Books of Accounts for 2019-20 have not been audited till date of submission of EoI, then the turnover of 2016-17 shall be considered in place of that for 2019-20 for the purpose.)*
- c) The agency should have in-house capability or authorized collaboration to take up assignment.

4. Qualification

The Agency team shall consist of the following key personnel with experience as specified below:

Key Personnel	Expertise	Experience
Project Head	Relevant experience in having handled institutional clients and government projects. Should have handled successful reach out sensitisation campaigns in the past.	7 years
Creative Head / Visualiser	Needs to be very strong with creative representations. Should be able to bring in new creative inputs with existing institutional guidelines. Experience in Video and audio and content management will be an advantage.	5 years
Copy Writer	Relevant experience in handling large copy, script for video, posts, blogs etc. Should have experience in working on content calendar	4 years
Social Media Personnel	Should have handled at least 2, call to action social campaigns in the past. Experience with Video media will be an advantage.	3 years
In- House Production Team	Should have capacity for production and post production work	

5. Period of Engagement

The period of the engagement of the Agency will co-terminus with the duration of the PM-YUVA Project and 3 years post project completion subject to review.

6. The Empanelment Process

6.1 The institute may carry out a preliminary examination of all the EoIs received for satisfying that they fulfil the prescribed Eligibility Conditions as evidenced by the enclosed documents. Only those Agencies which fulfil these criteria may be called for making Presentations before the Committee.

6.2 The EoIs will be evaluated in terms of respective strengths of the Agencies as regards the following, carrying maximum marks as assigned to each of them as follows: -

S. No.	Evaluation criteria	Scoring	Documents Submitted	Max. Marks
1	Background and registration of organisation	1. Certificate of incorporation = 2 marks 2. GST registration = 2 marks 3. TAN registration = 2 marks 4. PAN registration = 2 marks 5. Current account = 2 marks		10
2	Relevant experience in development of similar social media channels. Number of channels created and their subscriber base	1. Subscriber base created for social media video channels <ul style="list-style-type: none"> • More than 1 million subscribers & followers = 15 marks • 0.5 – 1 million subscribers/ followers = 10 marks 		35

		<ul style="list-style-type: none"> • 0.1 million - 0.5 subscribers/ followers = 5 marks • 50 Lakhs to 0.1 million subscribers/ followers = 2 marks • Below 50 lakhs = 0 marks <p>2. Past experience in channel and video/ content creation</p> <ul style="list-style-type: none"> • Over 50 episodes = 20 marks • 30 – 50 episodes = 15 marks • 15 – 30 episodes = 10 marks • Below 15 episodes = 0 marks 		
3	Award Wins & Recognition	<p>Awards</p> <ul style="list-style-type: none"> • National/ International award = 20 marks • State/ Regional award = 15 marks • Any other prominent association/ media group = 10 marks 		20
4	Experience of the proposed staff	<ol style="list-style-type: none"> 1. Project Head or Team Leader (7 yrs.) = 5 marks 2. Creative Head / Visualiser (5 yrs.) = 5 marks 3. Copy Writer (4 yrs.) = 5 marks 4. Social media Specialists (3 yrs.) = 5 marks 5. In house production team = 5 marks 		25
5	Turn-over of past 3 years	<ol style="list-style-type: none"> 1. more than 2.5 Cr.= 10 marks 2. 1.5 Cr. – 2.5 Cr. = 5 marks 2. 1.0 Cr. – 1.5 Cr. = 3 marks 3. less than 1. Cr. = 0 marks 		10

6.3 All the Agencies obtaining a minimum prescribed bench mark will be issued Request for Proposal (RFP) leading towards Empanelment.

6.4 The Empanelment shall be finalized by a duly constituted Committee of the Institute, for the purpose.

7. Critical Dates

EOI no. and Issue date	EOI no. PMYY-20-21/02 Date of Issuance: 03 June, 2021
Last Date and Time for receipt of request for clarifications	16 June 2021 by 4.00 PM <i>E-mail ID:</i> chatterpal.pmyuva@nic.in , solomon.pmyuva@govcontractor.in
Last Date and Time for receipt of acceptance of EOI	17 June 2021 till 3.00 PM

Date and Time for opening of EOI	24 June 2021 at 3.30 PM
Place for Receipt and Opening of EOI	NIESUBD, A-23, Sector – 62, Noida - 201309
Contact person for queries	Chatterpal Singh, STM- Technology and Platform, (PM-YUVA) 9555390615 Solomon Porres, Consultant, (PM-YUVA) 9840769924, 9176942508

Responses to Pre-Submission Queries

- a. The person notified by Institute will endeavour to provide timely response to all queries. However, Institute makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does Institute undertake to answer all the queries that have been posed by the bidders.
- b. Any requests for clarifications post the indicated date and time may not be entertained.

8. Submission of application

The interested individual (s) shall submit the proposal in a sealed enveloped superscripted as “**Application for Expression of Interest (EOI) For Content Creation & Operationalization of Social Media Channels under PM-YUVA Yojana Project**”
Address – NIESBUD, A-23, Sector – 62, Noida, Uttar Pradesh – 201309

In view of the restrictions due to ongoing pandemic, the applying agency may submit softcopy of the application before the deadline. However, the submission of hard copy is mandatory.

The application must contain the following details:

- 1) Name, address and contact details
- 2) Curriculum vitae of proposed team members with clearly indicating relevant qualification and prior experience indicating suitability for the role.
- 3) Registration certificates as mentioned in Para 6
- 4) Project Completion certificates from clients with supporting contract document
- 5) Turnover of last 3 years (FY 2017-18, FY 2018-19, FY 2019-20). (Please refer to Clause 3 (b). Copies of company balance sheet, certified by the chartered accountant should be attached.

GENERAL INSTRUCTIONS TO ENTERPRISES / AGENCY

Below are the General instructions to enterprises responding to EOI.

- a. While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, responders must form their own conclusions about the work that is involved
- b. All information supplied by responders may be not be treated as contractually binding on the enterprise. Unless an agreement is arrived upon.
- c. This is the initial process. RFP may or may not be floated as per the institute's discretion. If the same is created, it will be shared with the selected agencies.
- d. No commitment of any kind, contractual or otherwise exists. Unless and until a formal written contract has been executed by Institute.

ANNEXURE- I

Format for Empanelment

General Information	
1	Name of Organization
2	Nature of Organization Govt./ Semi Govt./ Private (Sole Proprietorship/Firm/LLP/ Company etc.)
3	Year of Incorporation/ Registration/ Start of Operations
4	Registered Address
5	Contact Details of the Authorised Person for this EoI
6	Details of Registration under different Statutes like PAN/TAN, GST etc.
7	Experience in Social Media and Content Management. Number of channels created and their subscriber base. In addition to if any experience in marketing of micro businesses and vocational trainings across various digital platforms will be an added advantage.
8	Specific Details of similar Assignments in which Empanelment is being sought, handled during years 2017-18, 2018-19 and 2019-20. <i>(Clear year-wise details of the Title of the Assignment, Sponsored, Specific Activities Undertaken, Value of the Assignment etc. should be given. If required, enclose a separate sheet for the purpose.)</i>
9	Specific Details of in-house manpower available for the particular Activity in which Empanelment is being sought. <i>(Specific details indicating Educational/Professional Qualifications; Area of Specialization; years working for the Agency; overall number of years of experience, details of specific Activity performed in a quoted Assignment etc., should be given. If required, enclose a separate sheet for the purpose.)</i>

10	Audited Annual Turnover of last three years ((FY 2017-18, FY 2018-19, FY 2019-20) <i>(Please refer to relevant Note under Clause 3 (b))</i>	
11.	Benchmarks & Target Projection for Institute's Social Channels	
12.	Any other relevant information <i>(along with supporting documents)</i>	

Date:

(Signature of Authorized Person)