Request for Proposal

SELECTION OF SERVICE PROVIDER/CONSULTING FIRM FOR IMPLEMENTAION OF IEC STRATEGY EXECUTION & MEDIA CELL FOR E&IT DEPARTMENT, GOVT. OF ODISHA

RFP No.: OCAC-MISC-PMU-0001-2025-25106

Vol-II   Terms of Reference

OCAC

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1. Project Background:

A. Odisha is fast emerging as a state most sought after by the investors for greenfield investment in all sectors including IT/GCC and Electronics industry. Many calls it an investor's paradise. Odisha Government has been according prime importance to adopt investor friendly policies along with infrastructure development and skilling of human resource to promote a vibrant IT/Electronics/GCC industry. The Government of Odisha has been at the forefront of the adoption of IT and experimenting with emerging technologies to drive and transform governance in the state to positively impact the lives of its citizens. The Odisha IT Policy 2022, along with the Odisha State Data Centre Policy 2022 aims to position Odisha as an attractive destination for IT investments.

B. In this digital era, **the establishment of a designated/dedicated Media/IEC Cell** with cutting edge technology at its heart, shall help in effective social media management, responsive complaint/grievance redressal, and a host of benefits to various other stakeholders. The content collaboration and analytics tool will enable IEC/Media Cell for effective social media. The tool shall significantly enhance the responsiveness and efficiency of complaint and grievance redressal systems, by quickly categorizing issues, predicting potential escalations, and routing them to the appropriate stakeholders for swift action.

C. A need is hence felt to engage a dedicated and professional Project Management Unit, which has expertise in tool development, **data analytics and dashboards, social media analytics**, digital marketing, media management, project management and monitoring, research, market outreach, digital solutions, etc. with an endeavor to increase media presence and raise awareness through citizen engagement with an objective that projects of such magnitude are suitably carried out, and outcomes are achieved within stipulated timelines. The IEC/Media Cell shall be responsible to creating a technology solution that can be leveraged for the **creation of centralized data repositories of prospective investors**. The tool with the help of its user access management modules shall assist in internal collaboration across the department for collation of data, by creating dedicated spaces for each department to share updates, best practices, and collaborate on projects/campaigns. Dashboards shall be created to showcase collaborations efforts by each department and the derived benefits of such data/ information sharing by providing statistics around the use of particular content in various posts.

D. The creation of a leadership dashboard with real-time data, on the tool and the expertise of the data analytics experts, will play a pivotal role for diverse stakeholders. This user-friendly dashboard shall offer intuitive data visualizations focusing on content performance, audience engagement, and other crucial metrics, thereby facilitating informed decision-making and strategic planning.

2. Project Objective:

IEC Strategy Development and Execution

A. IEC/Media Cell shall develop and implement a comprehensive media strategy for various forms of media, including print media, digital media, electronics media and social media, that aligns with the objectives of the E & IT Dept. and strengthen its media presence. Ensure consistent and effective messaging across all media platforms.

B. IEC/Media Cell shall regularly update and refine the strategy based on performance data, evolving goals and best practices being adopted by other major social media handles and Government Departments/Ministries.

C. IEC/Media Cell shall develop and implement amplification strategy for enhancing the reach of messages and other activities on various media platforms so that the content reaches a large set of targeted audiences on a real-time basis.

D. IEC/Media Cell s hall create widespread awareness about the various schemes, policies and initiatives by E & IT Dept. strengthening IT Sector in Odisha by leveraging various IEC tools.

E. To attract Electronics & IT/ITeS/GCC investments in Odisha by proactively identifying and pitching to potential companies and Global Capability Centres in target regions.

F. To create, improvise and enhance the engagement with external stakeholders.

G. To enhance awareness of digital communications infrastructure and developing outreach and partnership strategy for raising awareness regarding benefits of digital communication infrastructure and enhancing participation.

H. To provide a strategic direction and effective action plan for seamless communication through the use of interactive dashboard enabling ease in decision making and enabling the automated content workflow.

I. To conceptualize, create/design, and deliver visually compelling and innovative designs that meet the project objectives and resonate with the target audience. The collaterals (Backdrops, standees, booklet, leaflets, advertisement, logos etc.) may be (and not limited to) social media posts (both static & moving), outdoor publicity graphics like flyers, posters, banners, outdoor branding materials etc.

J. To maintain/handle all the social media handles of the E &IT department and its wings and to ensure regular postings on a day to day basis, enable the integration of these Department handles with the tool for system-based monitoring and content publishing.

K. To enhance engagement by increasing interactions (likes, shares, comments) between Department and its audience, by using Uniform messaging enablement feature for pushing

standard content across multiple platforms and automated response management. This would ensure consistent and timely communication.

L. To make special plans/arrangements/strategies to promote events, workshops, meetings etc being held at Department.

M. To provide for collaboration between different units on the tool for facilitating peer-to peer knowledge exchange and discussions with intuitive features like tagging, groups, and forums.

N. To prepare tool-based automated and customizable reports and analytics-based solutions to get insights into the performance of social media campaigns, including engagement rates, and content effectiveness, enabling data-driven decision-making on real time data for timely insights.

O. To create SOPs, guidelines and resources for training the different stakeholders on the tool

P. To organize time-to-time training and induction workshops for department and stakeholders on the tool and digital outreach.

Q. To optimize content based on audience preferences, engagement data, and responses, ensuring maximum impact, through text analysis on the tool.

R. To create automated event calendar on the tool with edit rights to different stakeholders based on their user access levels. The event calendar would highlight important milestone dates as well as dates of national and international importance as pre-decided by the department.

3. Scope of Work
3.1 Digital Amplification Strategy

3.1.1 Drafting the overall Strategy for Digital Communications for Department

a. The IEC/Media Cell is required to draw up the Digital Media vision strategy and approach for Department. IEC/Media Cell shall establish a document repository within the tool for role based easy access of documents, compliance monitoring and subsequent risk analysis & monitoring.

b. The digital communications strategy must have coherent and unified messaging, this needs to be configured using the tool for pushing standardized content across platforms.

c. The Strategy document shall also include an approach for social media analytics and indicate the approach using analytics to generate feedback by making use of reporting features of the tool.

d. Strategy should include developing and strengthening the media presence of the Electronics & Information Technology Department on all social/digital media platforms (including but not limited to Facebook, Instagram, Twitter, YouTube, LinkedIn, Koo etc).

e. Strategy should include how the IEC/Media Cell will identify relevant target audiences & insights driven from dashboards and reports generated by social media tool and it should involve analyzing data to understand performance, identify trends, and make informed decisions. Analysis and examination of historical data to identify trends and patterns in audience engagement and campaign performance and help strategize for future decision making.

g. The IEC/Media Cell shall make a detailed study of the existing best practices citizen outreach program of various Government Ministries/autonomous bodies and also of various countries from time-to-time, propose such practices to the Department for its approval and shall make efforts to replicate them in the outreach programs.

3.1.2 Social Media Account Management

a. The IEC/Media Cell shall support Department in creating (if not already created) and managing existing as well as new accounts and subsequently maintain accounts for Department and its other peripherals on social media platforms such as the official Facebook Page, Twitter Profile, YouTube Channel, LinkedIn, Instagram, Koo, Google My Business or any other social media (blogs etc.). IEC/Media Cell will also be responsible to map different users of each stakeholder on the tool and provide them access to the reports and dashboards based on their User Access Levels.

b. The basic material/ raw content for creating publication collaterals, shall be provided by Department. The IEC/Media Cell shall onboard a tool which will be a centralized content hub for aggregating and showcasing internal content, blogs, news, and thought leadership across departments/wings, by creating a centralized data repository from across the state with collaboration from each unit. The IEC/Media Cell shall use the content to prepare suitable materials which will be used in the design elements as well as other promotional content. Further, the designed collateral shall be shared with the designated authorities for approval, through the tool, before publishing online.

3.1.3 Strengthening of Department's social media accounts presence

a. The IEC/Media Cell shall be responsible for enhancing the reach of messages and other activities on various social media platforms so that the content reaches a large set of targeted audiences on a real-time basis.

b. The IEC/Media Cell shall work towards ensuring that the viewership and reach should be comparable to those that of top social media accounts of the Department and as per global benchmarks, with its outreach capability being regularly monitored on dashboard by the competent authority.

c. The tool shall enable uniform messaging services for pushing standard content across various platforms.

3.2 Content Management for Outbound Communication on social media

3.2.1 Content creation for Social Media accounts

a. Development of digital content for online activities. This includes ideation conceptualizing, designing and creating digital content. The IEC/Media Cell shall be responsible for collection of data from various units of Department.

b. The IEC/Media Cell shall generate, develop and upload creative content regularly based on the Department requirements on various social media platforms of Department and other peripherals (with due approval of competent authority of Department).

It shall also recreate or convert the content and repackage the available content as per the needs of the social media platforms.

c. Content Calendar to be prepared and shared on the tool at the beginning of each week involving:

- Creative/Post to be put up
- Platform to be posted on
- Time of the post
- Content for the caption to go along with the creative/post
- Hashtags to be used
- Handles to be tagged

d. The content includes but is not limited to graphics, data, stories, smart art, animations, storyboards, mnemonic programs, audio-video GIF, short video clips (up to 1 minute), 2- D animations, 3-D animations, stop motion animations, animations mixed with live footage video with voice over etc., designs on the subject line inclined with the workings of Department and other departmental schemes, policies, law and procedures etc.

e. The content will be initially drafted in two languages (English & Odia) and extended to other officially recognized major Indian languages as per requirement of the Department.

f. The IEC/Media Cell must mark all electronic content (text, photo, video or otherwise) as copyright of the Department (wherever applicable). The copyright content may be flagged on the tool for its subsequent use for posts.

g. Creating a bank of design templates and cover images on the tool that can be used periodically based on various themes of the posts (designs to be approved by competent authority of Department /Nodal Division).

h. Creation of Campaigns and mini campaigns as per discussion with department.

i. Creation of content for informational Tweets and video content for YouTube/Facebook etc. in both normal/horizontal and story/shorts/reels/vertical format.

j. Creation of Video content (2-3 minutes) [without outside shoot/production] for YouTube/Facebook etc in both normal/horizontal and story/short/reel /vertical format.

k. The IEC/Media Cell shall post the compilation of news events, various campaigns outreach activities and community involvement by the department on social media.

l. The IEC/Media Cell shall create (#) Hashtags on various topics relating to Department for various digital platforms.

m. The IEC/Media Cell shall create banners to be uploaded on the websites as per the department's directions.

n. The IEC/Media Cell shall ensure that the content and activities on social media platforms do not restrict the accessibility of the platform on various mobile devices from market-leading manufacturers of leading mobile browsers and operating systems (IOS/ Android/ Microsoft).

o. The IEC/Media Cell shall provide all the necessary resources to the team members deployed by the IEC/Media Cell for content creation.

p. The IEC/Media Cell must take prompt steps to help the department to coordinate with social media service providers such as Facebook/Twitter etc. to close down any non-official Social Media portals which use the Name of Electronics & Information Technology Department, Government of Odisha or any other variation. Steps shall be taken by the IEC/Media Cell to identify & to distinguish Department's handles/ pages/ channels from non-genuine, unverified handles/ pages/ channels.

q. The IEC/Media Cell may suggest design of social media section on the websites and official portals as required by the Department.

r. The IEC/Media Cell shall create a repository of FAQs based on the grievances/ queries reported on various social media platforms in a structured format and create a catalogue containing the same on the tool.

s. New Look: Give the Social Media Platforms a new look every month by putting up new creative features, theme lines, links etc.

t. Develop Podcasts: IEC/Media Cell will develop a series of podcasts featuring interviews and discussions with government officials, experts, beneficiaries.

u. Influencer Marketing: The agency shall facilitate Instagram influencer collaborations to drive brand awareness and social media growth.

3.2.2 Other Activities –

a. Enhancing the reach of content on the Internet and social media sites. The IEC/Media Cell shall develop interesting and innovative content campaigns and competitions to have a proper communication strategy for various social media platforms to enhance the reach of content on a real-time basis. It shall also develop the following for educating a general audience –

● Awareness about Cyber fraud Digital Crimes, Policy Formation, Announcements etc.
● Tutorials relating to best practices and usage of communication channels for various subjects
● Tutorials relating to best practices and usage of communication channels for various subjects

3.2.3 Feedback of inbound communication

a. Help in analyzing feedback and complaints on various social media handles of the department on matters relating to the Electronics & Information Technology Department.

b. Feedback and Analysis on communications/feedback/complaints, by classifying posts based on basic telecom terminology identified by Department. This may be based on "Department's Social media handles and hashtags". List of such handles and hash tags to be provided by Department.

c. Create tasks for inbound posts wherever the department warrants action and channelizing and drafting a plan based on severity as decided by the department.

d. Coordinate a response from the concerned task owner of the department. The response shall be reviewed with the appropriate authority in Department and posted on the appropriate platforms. (Different level of Nodal officer).

e. Assist competent authority of Department in Content Moderation on the social media channels of the Department to avoid spam advertisements and inappropriate content.

f. Prepare the Content Moderation approach and include it as part of the Digital Strategy document. The content moderation approach shall be reviewed periodically.

g. Segregation of activities into based on severity decided by the department based on various keywords such as IT, ITeS, telecom etc.

3.2.4 Generation of Insights

a. Perform analytics on the social media data of Department using an appropriate tool to meet the requirements

b. Extract data from the social media accounts and generate analytical reports for the consumption of the Department. Design report generation functionalities within the tool to compile analytics results into structured reports allowing automated/ on-demand report as per preferred customizations for timely insights.

c. Indicative analytical requirements shall include keyword analysis, feedback analysis, and performance benchmarking to generate campaign-based analytical reports.

d. Share reports with competent authority at Department as per timelines decided by the department. Revisions in the report information shall be undertaken as per the requirements.

e. Hashtag Analysis: Creation and maintenance of a hashtag repository/ library on the tool for reuse while creation of content for social media. Monitoring of campaign relevant hashtags and discover hashtags used by the industry daily to optimize content visibility and improve reach.

f. Leverage the insights extracted to create content to address key themes around the grievances as well as the updating of FAQs. The IEC/Media Cell shall also work to include suggested actions by the department for the grievance themes.

g. Conduct a comprehensive search across all mediums and channels of media/social media (English and Odia) and present a daily update on appropriate news reports and content regarding the Ministry of Communications – Electronics & Information Technology Department.

h. Creation of a real time data-driven dashboard on the tool for analysis, assessment and performance management of the Department ecosystem which shall be accessible to competent authorities.

i. The tool will function as a unified platform to perform content management and analytics of all official social media accounts of Department.

3.2.5 Response Management:

a. Gather inputs from users and respond back to their requests, queries, suggestions etc., with or without software based on a content approved by the Department's and subsequently become competent to respond in an accurate and timely manner.

b. Utilize text analytics algorithms to analyze incoming messages and highlight common keywords or themes.

c. Provide insights into trending topics or frequently asked questions to prioritize responses.

d. Develop an Artificial Intelligence (AI) based response generation feature that utilizes big data analytics to manage unstructured data and generate accurate and timely responses.

e. Provide suggestions or auto-complete options based on analyzed data to expedite response drafting.

3.2.6 Investment Facilitation & Promotion

- IEC for facilitating Electronics & IT/ ITeS/GCC investments in the state & promote Odisha as an attractive investment destination

- Identify target countries/ regions and a list of potential companies to pitch Odisha as a favorable destination for Electronics & IT/ ITeS investments

- Proactively reach out to various companies in the Electronics and IT/ ITeS sector and Global Capability Centres to understand business expansion plans and pitch Odisha as a preferred destination

- Create knowledge collaterals including sector profile, shelf of projects and pitch decks for investor outreach, newsletter etc.

- Assist E&IT Dept. in participating in various events, conferences, round tables, summits and workshops - both domestic and international – to promote the sector

- Assist E&IT Department in organizing roadshows, investor connect meetings and investment meets/ summits

3.3 Work on-need basis / Miscellaneous

a. Help the department strategize focused publicity campaigns related to the subject matter of the Department. For any event that Department plans, the IEC/Media Cell shall support with the following:

- Design for Banners & Backdrops for the event
- Designs for Invitations
- Design for print ads

b. Create Content for Press Releases and Media Coverage.

c. Designing of Logo, Mascot, Pamphlets, Calendars, emailers and brochures.

d. Create original blogs/ articles/posts/scripts related to departmental works milestones and achievements per the requirement.

e. Provide the necessary support for creating and managing landing pages, microsites etc., for facilitating online competitions on various social media platforms etc.

f. The IEC/Media Cell shall support in live stream of various events on various social media channel as per directions of the competent authority. The department shall coordinate with Doordarshan for live feed and telecast. Also, provide live coverage of events in the form of live tweeting, creating real time videos and graphics.

g. Books/Booklets/Coffee Table Books/Sampark/Newsletter. Department shall provide the basic raw material/content to the Agency. The Agency shall prepare the creatives and organize the content in a presentable form per discussion and agreement with IEC/Media Cell.

4. The proposed list of resources required for this assignment is as under:
The below resource to be deployed within 7 days of getting the work order.

Sl. No	Profile	Job Description	Exp Criteria	Resources	Duration (months)
1	Program Manager (Onsite)	Build and execute social media strategy through competitive research, platform determination, messaging and audience identification. Overall supervision of IEC/Media Cell team and ensuring quality and timeliness of deliverables. · Stakeholder coordination, requirement gathering from client and develop comprehensive content and	Resource with more than 10 years of relevant experience	1	36

		outreach strategy.			
		Generate, publish, and share daily content (original text, images, video, or HTML) that builds meaningful stakeholder connections. · Maintain editorial calendars/syndication schedules and drive successful social media campaigns.			
		Planning and hosting of integrated marketing campaigns and report generations on feedback/analytics/engagements for regular activities on social media.			
		Supervise the execution, monitoring and measurement of marketing campaigns and their success. · Manage social media tool with dashboard and reports with regular upgradation for monitoring purpose.			
		Strategy, approvals, content calendar, coordination with dept. leadership, messaging oversight. Acts as SPOC with E&IT Secretary's office. Follow up of prospective investors who have signed MoUs as well as who have shown investment intent in Utkarsh Odisha: MIO Conclave-2025 for setting up IT/GCC centers and handholding support to investors			

2	PR Manager (Onsite)	Reaching out to prospective investors & PR/IEC strategy with database & pitching Odisha as a favorable destination through outreach campaigns. Digital Amplification, Infographics & collaterals (Backdrops, standees, booklet, leaflets, advertisement, logos etc.) outdoor publicity graphics like flyers, posters, banners, outdoor branding materials etc. Coordinate Press Releases and Media Coverage, Outreach Campaign Calendars, emailers and brochures Assist in organizing and participating in investor meet, road in different parts of the Country & abroad	Resource with more than 5 years of relevant experience	2	36
3	Content Writer (Onsite/Offsite)	Develop content strategy aligned with short-term and long-term targets. · Stay up-to-date on the latest social media trends and best practices · Write captions, stories, tweets, and other social media content in a unique and engaging voice Turning complex topics into byte sized, engaging narratives for masses Publishing articles outlining achievements of the department Content for Infographics, Booklets/Coffee Table Books/Newsletter.	Resource with Minimum 5 years of relevant Exp.	1	36

4	Graphic Designer (Onsite/Offsite)	Experience in motion graphics, graphic designing, online visual design, infographics, visual concepts, logos, icons, etc. · Delivering of branding solutions such as brand identity, engaging and effective social digital creative's that inspire and drive response. · Responsible for accomplishing and maintaining the quality of design throughout all phases of the project.	Resource with minimum 5 years of relevant experience.	2	36
5	Video Editor (Onsite/Offsite)	· Edit and assemble raw footage into a compelling, visually appealing final product. · Enhancing of video quality, color grading, and audio quality as needed and incorporation of graphics, animations, and effects to enhance visual appeal.	Resource with minimum 5 years of relevant experience	1	36
6	Social Media research, Insights & Analytics Expert (Onsite/Offsite)	· Analyze user engagements, report on web traffic from all social media accounts. · Analyze SEO strategies and maintain a cohesive engagement across all platforms to increase our brand awareness. · Coordinate & design Digital advertising campaigns. · Derive insights from raw data, research on potential news items and latest developments in IT/ITeS/GCC/Semi-conductor industry for social media post and articles · In-depth research and analysis of social media trends and engagement metrics to develop actionable insights that inform our social media strategy. · Co-ordination of data collection, monitoring, and analysis	Resource with Minimum 3 years of relevant experience	2	36

7	Subject Matter Expert (IT) (Onsite/Offsite)	Prepare KPI's for the dashboard Develop a dashboard to monitor the activities, data analytics, social media analytics, digital marketing including content SEO, digital solutions, etc. Hands-on experience in Search Engine Optimization	Resource with Minimum 5 years of relevant experience.	1	36
		·Data analytics experience with hands on experience on the internal tool for hashtag implementation from the created library			

5. Intellectual Property Rights

The Intellectual Property Rights (IPR) of all developed Materials, Contents, software code, data, algorithms, documentation, manuals, digitized documents etc. generated as a part of IEC/Media Cell implementation project shall solely vest with the Department. The Selected Agency will not have any right to share, use or disclose above mentioned components/artifacts. The entire contents, Videos, Database along with necessary documentations developed under this RFP/ Contract should be shared with Department/OCAC after Go-live of the application.

6. Exit Plan

a. The selected firm will provide systematic exit plan and conduct proper knowledge transfer process to handover operations to OCAC/ Department team at least three months before project closure.

b. IT resource persons of OCAC/Department will work closely with resource persons of the Service Provider during knowledge transfer phase.

c. All knowledge transfer should be documented and possibly recorded.

d. The Service Provider will ensure capacity building of the IT resource persons of OCAC/Department.

7. Project Documentation

Following Documents to be delivered by The Service Provider during contract period.

A. Standard Operating Procedures (SOPs) For:

- Content creation workflow

- Approval process

- Publishing guidelines

- Social media monitoring

- Response management (grievances, comments, crisis comms)

- Escalation protocols

- Cybersecurity compliance

B. IEC/Media Cell Operation Manual

- Monthly & Quarterly tasks

- Reporting structure

- Key responsibilities of team members

- Shift & coverage arrangements

C. Content Strategy & Calendar

- Platform-wise strategy

- Target audience and messaging

- Annual/quarterly content calendar

- Creative guidelines

D. Reporting & Analytics Documentation

Baseline Assessment Report

- Current social media presence
- Existing engagement metrics
- Pain points and opportunities

Monitoring & Analytics Framework

- KPIs & metrics
- Reporting formats
- Dashboard details

Periodic Progress Reports

- Monthly performance reports
- Audience insights
- Campaign performance reports

E. Compliance & Policy Documents

IT Security & Data Protection Compliance

- Data handling policies
- User access management
- Risk management plan

Social Media Policy

- Guidelines for posting
- Brand voice
- Legal compliance (copyright, misinformation, privacy)

8. Service Level & Penalty

| 1. | Deployment of resources | Delays (beyond 30 days from signing of the contract) on account of the Bidder will attract a penalty of 0.5% per week per resource work order value. |
| 2. | Replacement of resource | If the delay (beyond 30 days) is on account of the Bidder, that will attract a penalty of 0.5% per week per resource cost. |

The maximum ceiling limit of penalty would be 10 % of the work order value.

9. Payment Terms

SL#	CATEGORY/ACTIVITIES	PAYMENT TERM
1.	Onboarding of the team and submission of Project Plan	10% of the total cost on deployment of resources, submission of the Inception Report and Project Plan.
2.	Resource Payment	QGR Payment. To be paid in 12 Installment on submission of quarterly status and performance report.