

WOMEN DEVELOPMENT CORPORATION

ToR to engage Social & Digital Media

Context

Child marriage, considered a human rights violation - is associated with a range of negative social consequences - lower schooling, early pregnancy, decreased agency within the marital household, and adverse reproductive and sexual health. It is a prevalent phenomenon in India which is a cause of grave concern. Indicators from the National Family Health Survey 2015 - 16 suggest that the prevalence of this is 39.1% in Bihar.

Teenage girls in Bihar face enormous challenges. Many are considered by their communities or parents to be ready for marriage and motherhood. Many are forced out from school, damaging their future prospects. Even among girls who stay in school, access to basic information about their health, human rights and reproductive rights can be hard to come by, leaving them vulnerable to illness, injury and exploitation. These challenges are exacerbated among marginalized girls, such as members of ethnic minorities or those living in poverty or remote areas.

Experiences and Evidences suggest that Economic factors like financial concerns and dowry drives parents in the state to get their daughters married earlier rather than later (especially when they have more than one daughter). The dowry is lesser for younger girls and this also contributes to parents getting their daughters married off earlier.

In Bihar, one in every three girls is married before reaching age 18. One in nine is married under age 15. Child marriage threatens girls' lives and health, and it limits their future prospects. Girls pressed into child marriage often become pregnant while still adolescents, increasing the risk of complications in pregnancy or childbirth.

While both girls and boys are victims of child marriage in the country, it is definitely the girls who remain most vulnerable. It does not help that the Fundamental Right to Education is guaranteed to children only up to the age of 14 years. Girls who finish elementary education are the "prime targets" for child marriage. In fact keeping girls in school is an effective way of delaying marriage. And the girls themselves have come to recognise this. These complications are a leading cause of death among older adolescents. Government is committed to end Child Marriage in Bihar.

Current situation

In spite of the congruence of views on Gender and Development (democracy, human rights, individual freedom, market economy and inclusive development), as well as the strong felt need for a visible change and impact in society, awareness and cooperation between the service takers and the service providers have not lived up to potential.

A low level of understanding of what the society is in Bihar and what it does on the issues of Dowry and Child Marriage is both a cause and a consequence of poverty and unequal gender relations.

Bringing an end to Dowry and child marriage therefore is a matter of state priorities and action. It requires effective legal frameworks that protect the rights of the children involved and it requires enforcement of those laws in compliance with human rights standards. It requires the engagement and support of families and communities who, when they stand up for their daughters and granddaughters, will win change in otherwise longstanding but harmful social norms and traditions. Most of all, it requires the empowerment of girls themselves; empowerment so that girls are positioned to make decisions at the right time; empowerment so that, exercising free and informed consent, girls can make the decisions that will safeguard their own futures, transform their own lives and enable them to live in the dignity to which they, as human beings are entitled.

With increasing urbanization and growing use of Smart Phones, Social media in the current scenario is easily accessible and is also the meeting point of today's internet savvy audience. Major portion of younger generation, teenagers and middle aged people, are major percentage of the total social media user population. Social media opens possibilities of direct access to clients without any third party intervention and is a powerful tool of dissemination information. Promotion through the social media is pretty cost friendly as compared to costs incurred by print, TV or other traditional media. Social media also helps in search engine optimization and increase in rankings of any communication/message/websites.

Social Media: Current Presence

Currently, we are present in the following social media platforms:

- Facebook (<https://www.facebook.com/GRC/>)
 - 665 Page Likes

Last year, WDC-GRC extensively used the Facebook platform to promote various GRC-WDC related events/issues/visits. However, current content is more on the lines of updates with one-way communication, eliciting a low level of engagement and reach.

TERMS OF REFERENCE

1. Objectives

The WDC-GRC hereby seeks to contract a social media and digital marketing agency to achieve the following communication objectives:

- **Increase awareness and recognition on the issue of Dowry and Child Marriage:**
 - *Increasing understanding, visibility and appreciation* on the thematic of Child Marriage and Dowry as a major social determinant deterring an inclusive growth.
- **Showcasing and projecting the cause** from the socio economic, investment and innovation and sustainability dimensions.

2. Rationale and context of the assignment

The Digital Agency is responsible for creating and crafting compelling digital content, with a particular focus on visual content, which engages audiences in a dynamic, interactive and meaningful way and sparks conversations around issues related to Dowry and Child Marriage mandate. It will play a key role in developing and managing WDC-GRC presence on a wide range of social media platforms. The agency will also develop in consultation with the WDC-GRC the creation and coordination of social media strategies and campaigns, digital marketing, monitoring, measurement and analysis, and moderation of platforms.

3. Responsibilities:

- Create compelling social media content for digital platforms and systematically grow WDC-GRC digital community and deepen engagement across all platforms focusing on Bihar.
- Coordinate the creation of engaging audio, visual content which performs well on various social media channels
- Manage WDC-GRC presence on social media on a day to day basis (with prior approvals), continually optimising the channel and increasing subscribers
- To **drive traffic to our organization website** (<https://www.wdcbihar.org.in>) and to our Gender E Repository (<https://www.genderrepository.in>) making it a frequently consulted point of reference for target audiences.
- Regularly come up with ideas for engaging social media content and campaigns, working with relevant colleagues to assess feasibility and create.
- Help develop and implement informed, cross-platform social media and digital marketing strategies and support management to make informed decisions regarding digital strategy.
- Monitor and moderate social media channels, flagging risk and opportunities to deepen engagement.
- Identify new digital tools and best practices and how these can be most effectively applied to deepen engagement with supporters.
- Keep track of efforts and activities of GRC/WDC and leverage them to enhance online presence and reach
- Coordinate social media projects and campaigns as required, working closely with WDC-GRC, wherever relevant
- To increase the reach and engagement with target audiences through the use of social media tools and achieve the objectives stated above. Twitter / Facebook may be the main channels. Other social media channels can be added based on the advice of the agency and approval by WDC-GRC.
- Measure and report on social media efforts.
- Training of staff members on leveraging social media, as required
- An increased level of understanding and appreciation of the GRC/WDC by the target audience.
- Development of a trusted set of influencers/online community who further help to raise awareness about the WDC-GRC.

4. Scope of Work for the agency (indicative)

a) Social Media Strategy & Planning

- Development of an overall social media strategy
- Development and management of the Facebook, Twitter, What's App and YouTube channels of the Contracting Authority (with its prior approval on all content). Other channels could be added following discussion with and prior approval of the WDC-GRC.
- Production of quarterly and monthly plans with the approval of WDC-GRC (Quarterly checks of the social media strategy and corrective action as required)
- Development and implementation of social media and if required digital marketing campaigns for:
 - **Dowry and Child Marriage**

Supporting events / campaigns would include social media corners at the event / developing the content in advance (eg. articles/tweet packs), during and after the event, producing GIFs, animated videos. The agency will be required to develop the messaging and content, cover the event and post content with the WDC's approval.

Regularly monitor online efforts and activities of GRC/WDC accounts and identify opportunities for cross posting and sharing content etc.

b) Developing & implementing Influencer programme on the issues of prevention and prohibition of Dowry and Child Marriage in Bihar

- Influencer mapping and relationship management
- Influencer strategy/plans
- Influencer concept creation and closures
- Campaign execution
- Analysis and Reporting

The key influencers will be: think tanks, academicians, media and government, chambers & commerce and NGOs, social reformers, change agents.

c) Content generation and uploads

- Create compelling social media content for digital platforms as well as adapt content received from the GRC. This should include:
 - Animated/ static videos/GIFs/slide share including conceptualization, scripting, shooting, editing and voiceover
 - Infographics for specific sectors & campaigns in consultation with the GRC/WDC

- Social media campaigns on identified themes including contests / promotions / twitter chats
- Cover Skins & Profile Pictures for Social Channels
- YouTube uploads based on the videos received or created
- Facebook posts and twitter packs

Content will be published daily on the social media channels based on timelines agreed with the WDC

d) Creating and pushing on line stories on digital media and channels

- Creating, developing stories/news/reports around the issue of Child Marriage and Dowry followed by placing it on Digital media and channels

e) Measurement, Analysis, Reporting

- Overall targets and Campaign-specific achievements based on analytics following campaign completion

Parameters for measuring the result of the social media campaign. For instance,

% increase in reach of the posts (likes, comments, shares on Facebook; like retweets, responses on twitter etc)

% increase in engagement with our target groups

% increase in traffic to website

No of likes / followers on Facebook/ Twitter/ You tube

Number of stories/news/case studies posted on digital media

e) Search ability of the social media content

- The content uploaded on social media platforms should be searchable by theme or subject. Please suggest a methodology.

5. Profile of agency / staffing who qualify to participate in the tender

- The firm should be a registered body.
- Average Annual turnover of Rs. 20 lakhs for the last 3 FYs.
- Number of years of experience: Minimum 3 years
- Should have its own PAN no and GST registration.
- Core Team: Please provide the CVs of the team who will be working on the account. The core team should ideally have:
 - Key Account Manager/ Coordinator
 - Content writer/ Blogger
 - Graphic Designer

- Video Editor
- Social media planner

6. Time period for the contract: Three Months (90 days) (May be extended, if required)

7. Deadline for Submission of the proposals: 16.10.2017, 3 PM.

APPLICATION AND EVALUATION

The application should be made in 2 parts: technical and financial:

A. Technical

The technical part (Envelop 'A') should specify the overall approach to the execution of the contract; the services to be provided; the experience of the applicant in similar assignments. Self certified proofs of the following should be submitted:

1. Firm's registration certificate
2. Copy of Balance Sheet of last 3 years to prove Average Annual turnover of Rs. 20 lakhs in the last 3 FYs.
3. Copy of PAN no and GST registration.
4. Copy of latest IT return
5. List of the technical team with their brief resume
6. List of the committed deliverables
7. EMD of Rs.20000/- in form of Demand Draft payable at Patna favouring Managing Director, Women Development Corporation.

B. Financial

The financial offer of only the agencies who may technical qualify shall be opened and evaluated. The cost sheet comprising the financial offer should be filled in on the agency letterhead and **sent in a separate envelope marked 'B'.** The financial bid format is enclosed as Annexure.

Evaluation: Calculation of the most advantageous offer

The evaluation will be done by a committee on the Least Cost basis.

Please note – The WDC may ask for the presentation from the shortlisted candidature before awarding the contract. The presentation is no way binding on the contracting authority.

For any query may get in touch on Phone no.7763816001 or 9955998015 during office hours on any working day.

ANNEXURE

FINANCIAL BID FORMAT

SECTION V: FINANCIAL BID FORM

SL No	Item & Specification	Price per month	Taxes	Total for 3 months
01.	Development & Management of Social Media Strategy (3 month period)			

Total Bid price in Rs. _____ (In Words _____)

Signature of Bidder with seal
Name
Business address