



**Government of Jammu & Kashmir**  
**Office of The CCDU (Communication & Capacity Development Unit)**  
**WSSO, Department of PHE/I&FC**

Jammu Office: - House No. 541 Sector-4 Channi Himmat Jammu-180015, Office No.0191-2465288  
Kashmir Office: House No. 21, Pine Enclave Bagi Sanatnagar, Srinagar-190005 Office No.0194-2432053  
Web site: [www.ccdujkstate.org](http://www.ccdujkstate.org), E-mail Id: [ccdujkstate@gmail.com](mailto:ccdujkstate@gmail.com)

**EOI (Expression of Interest) for empanelment of Social Networking Agencies**

Communication & Capacity Development Unit of PHE Department (CCDU) is in the business of dissemination of Information & Knowledge about Water Conservation & Sanitation .For this purpose, CCDU is reaching out to general public through various platforms like Electronic Media, Print Media, Public Advertisements, Social Media etc.For spreading messages & relevant advertisement to general public through the use of Social Media, CCDU wants to empanel credible agencies active on social Networking sites and involved in such activities taking use of boosted and non boosted advertisement.. Accordingly, EOI (Expression of Interest) including financial proposal are invited from credible agencies involved in the business of the information dissemination through Social Networking Sites e.g. Facebook etc.

1. **The agencies requesting for empanelment should fulfil following eligibility criteria:-**
  - i) The agency should possess a dedicated & active website, displaying the activities of the agency, duly updated on regular basis.
  - ii) The agency should have reasonable number of followers of their Social Networking page (at least 50,000) for maximum reach. Further, there should be good correlation between number of followers and the average number of hits/views on the media posted on the said page.
  - iii) The agencies should have sufficient experience of the work expected by the CCDU on the lines given above.
  - iv) The agency should not have been censured or penalised by any social network sites for irresponsible, defamatory, false, objectionable information etc.

2. **The following are the brief contours of the work to be assigned to successful agency selected through this bidding process:-**

- Conducting Interviews/Interactions with prominent persons like Water Experts, Engineers, Bureaucrats, Celebrities, Social workers and other opinion makers about Water Conservation/Water Preservation and then posting on such interview on the page in variably on daily basis.
- The Interviews/Interactions shall not be repeated during the contract period.
- Video Clips displaying the messages of CCDU, to be posted on the Page.
- Live Coverage of CCDU events including training programs on the Page as directed by CCDU.
- Hosting of Boosted Advertisements at least 1 each day.
- Hosting of Non Boosted Advertisements at least 2 each day.



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3. **Financial Proposals**:-The agency shall quote expected monthly remuneration for the above work including all taxes and duties, out of pocket expenses, travel, boarding & Lodging (all inclusive).

4. **Contract period/Duration of the assignment**: - The initial duration of the assignment is 2 months which can be extended based on performance of the agency on mutually agreed terms & conditions.

**OTHER TERMS AND CONDITIONS:-**

1. The agency should be J&K based having good reach across the state .In case of non local agencies, the organisation should have a functional office in the state.
2. The rates are all inclusive of all taxes & duties.
3. The rates shall include arranging and uploading of printed material on Face book and other social networking sites.
4. No interviews of any prominent person shall be repeated during the contract period.
5. A Maximum of 3 Social Networking Sites/Agencies will be empanelled on the basis of their rank directly linked to the number of followers of their page. . The lowest rate got from the EOI will be offered to next two lowest bidders (L-2 & L-3). In case of refusal by L-2 & L-3, the chance will be offered to next lowest bidder for empanelment.
6. The work shall be to the entire satisfaction of the Department. In case of any dissatisfaction the contract shall be terminated any time, without any notice.
7. The data uploaded daily on Social Networking Site Face book shall also be shared on Face book Page of CCDU daily .
8. Executive Director reserves the right to accept or reject any EOI without assigning further reason, thereof.

**Focused areas are as following:-**

- i) Use of safe and clean drinking water.
- ii) Judicious use of drinking water.
- iii) Avoiding wastage of water.
- iv) Rainwater rooftop water harvesting and recharge of ground water.
- v) Reuse and recycling of water.
- vi) Protection of drinking water sources.
- vii) Involvement of Panchayats and Community in water preservation & use.
- viii) Prevention of Water borne diseases.
- ix) Water handling and Hygiene.
- x) Wastewater and solid waste management.
- xi) Sustainability of water sources through various technologies.
- xii) Water quality and testing.
- xiii) Water resources and treatment.
- xiv) Operation & Maintenance of Water systems.



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- xv) Management and planning of water services.
- xvi) Safe drinking water in schools and Anganwadis.
- xvii) Use of water efficient items.

The application in the prescribed format along with quoted rates shall reach this office by 17<sup>th</sup> January 2019 upto 3:00 pm by Registered Post at our office at House No. 541/4, Channi Himmat Jammu-180015 and same will be opened on same day.

**FORMAT FOR PRICE BID**

S.NO	Item of Work	Price quoted per month all inclusive (to be quoted by the bidder)	Remarks if any
1	Advertisements of the activities of CCDU on Social Networking Page including Boosted & Non-Boosted materials , posting of the same on the page, live broadcast of CCDU events etc as directed as per the scope in tender document including all taxes & duties and other out of pocket expenses (all inclusive).		

Note: - Applicable taxes shall be deducted at source as per practice in vogue & TDS certificate shall be issued to the concerned.

CCDU/2018-19/1208

Dated:-03-01-2019

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Executive Director  
CCDU, Deptt. Of PHE, I&FC  
J&K State