



TAMIL NADU POLLUTION CONTROL BOARD



Lr. No.TNPCB/CIDM/Social Media-Manjappai/24828/2023, dated 07.11.2023

Sir,

Sub: TNPCB- Design, Posting & Maintenance of various TNPCB events in Social Media Pages such as Facebook, Instagram, Twitter, linkedin and youtube - Quotations called for-Regarding.

TNPCB has been on social media since April 2022 by launching its official Facebook page. Later TNPCB has also created its official Instagram & Twitter pages and has been maintaining it since then to educate public/industries on importance of Environment, post the detail of various activities of the Board, daily air quality status of various places of Tamil Nadu, and to create environmental awareness among the public/industries. However, Meendum Manjappai/environmental/air quality awareness/campaign has not reached the public massively.

In order to create massive Meendum Manjappai/environmental/air quality awareness/campaign among the public/industries, TNPCB requires exclusive support for design, posting & maintenance of Meendum Manjappai/environmental/air quality awareness/campaign through Social Media Pages such as Facebook, Instagram, Twitter, linkedin and youtube during festival such as Deepavali, Christmas, Pongal etc.

Hence, TNPCB is in the process of identifying an appropriate firm that can design, post & maintain a separate social media page for TNPCB for massive Meendum Manjappai/environmental/air quality awareness/campaign among public/industries for posting in social media page and also to response the queries to be received in social media page.

Scope for Work, Operation & Maintenance:

A. Social Media Content Designs

- Creation of social media content pieces (30 designs per month for 4 platforms) and video for youtube-1 per week.
- Designing of social media posts (statics/carousel / reel / video)
- Providing visually attractive content/designs to improve engagement.
- Coordinating with the Organization's internal teams for content.
- One social media Manager shall be deployed in TNPCB to collect the event details & data (Meendum Manjappai/environmental/air quality awareness/campaign) for posting in social media page and also to response the queries to be received in social media page.

No. 76, MOUNT SALAI, GUINDY, CHENNAI - 600 032.

Tel : 044-22353134 - 139 Fax : 044-22353068

Email : tnpcb-chn@gov.in Web : tnpcb.gov.in

B. Account/Content Management

- Daily management of 4 social media platforms (Facebook, Twitter, Instagram, and LinkedIn)
- Posting content pieces on each platform regularly.
- Ensuring all content is in line with the brand guidelines.
- Implementing best practices for optimization and growth
- Responding to comments and direct messages

C. Response management

- Timely responses to all comments and direct messages.
- Resolving queries and complaints in a minimum turnaround time
- Escalating unresolved issues to the concerned department
- Continuous follow-up to address the unresolved enquiries.

D. KPI Reports

- Monthly reports on social media performance. Data analysis and insights.
- Reporting on key metrics including engagement rate, reach, Impressions and follower's growth.
- Identifying areas for improvement and providing information.

E. Photography, Video, Public Opinions, Event coverage

- Manpower and necessary equipment including video camera, public opinion video, feedback etc.

F. Public Outreach:

- Conduct public opinion campaigns tailored for TNPCB.
- Facilitate vox pop videos to increase visibility and improve engagement.
- Plan and facilitate media relations, collaboration and content broadcasting.

In view of above, it is requested to quote your rate for design, posting & maintenance a separate social media pages such as Facebook, Instagram, Twitter, linkedin and youtube for TNPCB for massive Meendum Manjappai/environmental/air quality awareness/campaign among public/industries for a period of one month and the quotes shall be provided in the invoice give below:

Sl. No	Description	Cost in Rs	GST @18% in Rs	Total Cost in Rs
1	Social Media Content Designs: i. Creation of social media content designs (30 designs per month for 4 platforms- Facebook, Insta, Twitter, LinkedIn), ii. Videos for YouTube - 1 per week iii. Designing of social media posts (statics/ carousel / reel / video).			



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	iv. Providing visually attractive designs to improve engagement. v. Coordinating with the Organization's internal teams for content.			
2	Content Management: i. Daily management of 4 social media platforms (Facebook, Twitter, Instagram, and LinkedIn). ii. Posting content pieces on each platform regularly iii. Ensuring all content is in line with the brand guidelines. iv. Implementing best practices for optimization and growth v. Responding to comments and direct messages			
3	Response Management: i. Timely responses to all comments and direct messages. ii. Resolving queries and complaints in minimum turnaround time. iii. Escalating unresolved issues to the concerned department. iv. Continuous follow-up to address the unresolved enquiries. Note: A dedicated response management person shall be employed for the same.			
4	Dedicated Analytics tool set-up & KPI Reporting: i. Monthly reports on social media performance. Data analysis and insights ii. Reporting on key metrics including engagement rate, reach, impressions and follower's growth. iii. Identifying areas for improvement and providing information.			
5	Photography, Videography, Public Opinions, Event Coverage Including Manpower and necessary equipment including Video Camera, Public Opinion Video, Vox Pop. Feedback and Testimonials			
	Total			

(Rupees (in words).....only) inclusive of all taxes and duties.

TERMS AND CONDITIONS:

1. The last date for receipt of tender is **09.11.2023** up to 2.30 PM and the tenders will be opened on the same day at 3.00PM.
2. The bid shall be in company's letter head duly signed by the authorized signature. The letter head shall have the GST number of the firm/organization and bid without GST number will be rejected.
3. The sealed tenders shall be submitted only through drop box provided at 4th floor of TNPCB at 76, Mount Salai, Guindy, Chennai-32
4. Quotations received after due date and time will not be accepted under any circumstances
5. The board will not be responsible for any delays and unsealed tenders will be rejected
6. The rates must be quoted in words and figure inclusive of all taxes. In case of deviation in rates given in figure and words, the rate in words shall be taken as final
7. After acceptance of the tender by TNPCB, work order will be issued only to the successful bidder.
8. The successful bidder will be required to remit the security deposit equivalent to 5% of the value of the order (rounded to next hundred). The security deposit should be paid by way of demand draft drawn in favour of "Tamilnadu Pollution Control Board" payable at Chennai. The security deposit shall be paid within one week from the date of issue of work order.
9. The security deposit will be refunded to the successful bidder only after successful completion of period. The security deposit held by TNPCB till it is refunded to the bidder will not earn any interest therein.
10. Any payment due to the Successful bidder will be released within 15 days from the date of receipt of bills
11. The TDS amount, Penalty if any, will be deducted in the Payment
12. The bidders shall submit the bid in a envelope sealed duly super-scribed as "Posting & Maintenance of various TNPCB events in Social Media Pages for one month period" and to reach the **Member Secretary, Tamil Nadu Pollution Control Board, 76, Mount Salai, Guindy, Chennai — 600 032** as per the said time schedule..
13. The Member Secretary, Tamil Nadu Pollution Control Board reserves the right of rejecting all or any of the bids without giving any reasons for the same and also to split up the bid as the authority may deem fit.


For Chairperson