

Corrigendum to Request for Proposal (RFP) for the selection of Media and Public Relation Agency for AICTE

This refers to RFP for selection of Media and Public Relation Agency for AICTE. The RFP Uploaded vide tender ID **F.No. 28-1/Media Cell/Agency Contract/ 2021** on AICTE Web Portal and MHRT e-Wizard on 01.07.2022 also published vide Advt. No. **Media Cell/AICTE/06(1)/2022** on 01.07.2022 in Delhi editions of The Times of India, The Hindustan Times, Dainik Jagran and Dainik Bhaskar.

1. The detailed scope of work for clause of l & n also included in RFP as (Annexure-V). The Annexure-V will be uploaded in the Financial Bid to calculate the cost.
2. Inclusion of Earnest Money Deposit (EMD) in clauses 6(f) of Rs.5,00,000/- (Rupees Five Lakh only) in the form of Demand Draft in favour of "Member Secretary AICTE" Payable at New Delhi & other EMD clauses as per latest GOI Rules.


13.7.22
Member Secretary (AICTE)

(Annexure-V)

(a) Activity	Details
Brand Management on Social Media:	Setting up social media channels, defining social media policies and guidelines, acquiring/verifying AICTE social channels, increasing positive brand sentiment, merging/acquiring other channels /pages with AICTE's channels/pages, defining brand signature for social media communication, managing crisis and issues which pose reputation risk, identifying and engaging influencers, social listening, creation of reports, peer comparison, providing high-level dashboards as MIS on brand Social Media channels include - Facebook, Twitter, LinkedIn, YouTube, Instagram, etc.
Content Creation:	Conceptualise and develop important messaging content in the form of text, infographic for social media platforms such as WhatsApp, Twitter, Facebook and such other platforms in coordination / consultation with the officials of the AICTE. The content so created shall highlight the success stories and impact. (For at least 1000 posts per annum).
Response Management:	Developing response management framework, creating first level responses, adhering to response TAT as defined by AICTE, MIS reports on a daily, weekly, fortnightly and monthly basis with sentiment analysis specific to AICTE's initiatives, takedown of malicious, defamatory content which are harmful for the image of the brand etc. , monitoring conversations, feedback received. Note: ORM responses to be covered in all 13 Indian languages along with English.
Social Media Campaigns	Highlight all the AICTE's initiatives in strengthening online education across the country. Few of these initiatives include: <ul style="list-style-type: none"> ● SWAYAM: Anytime, Anywhere online learning ● AICTE Vishwakarma Awards ● Clean, Green and Smart Campus Awards ● Best Teacher Awards, ● Promotion of student driven innovative projects, ● Vocational and distance education ● Hackathons, innovation and startup activities under MoE's Innovation Cell (MIC) ● Skilling, faculty training and training in emerging technology areas etc. ● Activities under Indian Knowledge System (IKS) These campaigns to be designed and executed for min. 12 campaigns in a year.
Digital Advertising	Develop a specific media plan (min 20) to target end consumers and key stakeholders as per individual social media channel to ensure – <ol style="list-style-type: none"> i. Content reach ii. Grow the community iii. Drive traffic to web/mobile destination iv. Brand visibility
Social Advertising KPIs:	Facebook - 10,000 likes per month Facebook - Engagement percentage of 3-5% Twitter - 1,000 followers per month YouTube - 1,000 views per month (subject to video content provided by AICTE) LinkedIn - 1,000 followers per month The above does not include organic growth activities which the bank may conduct. Agency can recommend suitable suggestions support and enhance community growth.
Social Media Monitoring tool	Social Media Listening and Monitoring with key words including the Data Tool cost. This comprises of Technology platforms, tools and solution as defined in the RFP document with a fixed annual fee for usage, not limited to keywords or number of profiles.

(b) Sr.No	Items of Work	Details
1	E-newsletter	8 pages
2	Cost of developing 2D animation video content of up to one minute duration for social media	1 video upto 1 minute
3	Cost of developing video content of up to one minute duration for social media	1 video upto 1 minute
4	Annual Report	200 pages
5	Press Releases Online	Cost of publishing online press releases on 20 web portals within India. Cost per press release per web portal.
6	Live coverage of events	Cost for providing Live Coverage of Events, Conferences, Festivals, etc. "Cost per Event/ Conference / Festival"
7	Translation Per unit Note: This can be any Indian Language	50 words / unit
8	-	Rate per day for 8hours shift
9	Event master creatives	-
10	Adaption of creative	-
11	Report	50 pages
12	Book	100 pages
13	Manuals	50 pages
14	Case Studies	50 slides
15	Brochures	16 pages
16	Flip E book	50 pages
17	Activity Compilation	50 pages
18	Industry Association	-

2