

Scope of Work

Sub: Selection of an agency for implementation of Public Relation (PR) and Social Media Communication for Digital India Day event

BACKGROUND:

The Digital India Programme was launched on July 1, 2015 by the Hon'ble Prime Minister of India with a vision to transform the country into a digitally empowered society and knowledge economy. Over the years Ministries, Departments and many States alike have contributed actively to realise the vision of Digital India. The benefits of the myriad services have percolated to the common man living in the rural hinterland. The positive impact of this tremendous 6 year journey is being felt in all aspects, in the lives of Indian citizens, which is ensuring digital access, digital delivery of services and digital inclusion of all, based on technology that is sustainable, affordable and transformative.

2. Common Service Centres (CSCs) have become a mass movement in the last 6 years providing Capacity Building, employment through BPOs, financial services, tele-medicine, tele-law services, digital literacy through PMGDISHA, women's health & hygiene through Stree Swabhimaan and many more effective initiatives to promote a digitally inclusive society and empowering all citizens. From around 90,000+ CSCs in 2014, in 2021, over 3.74 Lakh CSCs across the country are proving to be the single window for our country men & women to access 300+ critical services right at their doorsteps in every nooks & corners of the nation. Digital Payments have opened new vistas for cashless, paperless and contactless means of exchanging currency, digitally; not just this, Digital payments are complimenting the "new normal" of social distancing. During the corona virus crisis, digital payments have been keeping economy running and helping people reduce contact with virus. This has been evident in the rise of the number of transactions on modes such as NACH, IMPS, BHIM UPI, NETC, Debit/Credit Cards, NEFT and PPIs. During March 2021, digital transactions over BHIM UPI platform have crossed 270 crores in terms of number of transactions with value of more than 5 Lakh crore. Overall, there has been a 21% increase in the number of Digital Payment transactions from FY 2019-20 to FY 2020-21. Bharat Broadband is providing connectivity to the rural areas where there was none before. Direct Benefit Transfer has ensured that citizens get freedom from middlemen and get their rightful dues, directly in their own Bank Accounts. Online Education & Health have given citizens the option to stay safe, and access services expeditiously. DIKSHA, SWAYAM Prabha, e-Pathshala, National Scholarship Schemes are crucial e-learning initiatives in the education sector, And Mobile Governance has truly been the game changer, giving people access to countless services right in the palm of their hands. Digital India has established a resilient digital infrastructure; hence various farmer centric initiatives such as PM Kisan, Soil Health Cards, M-Kisan, Fasal Bima Yojana etc., have been helping the agriculture sector grow. During the difficult times of the pandemic, Aarogya Setu App has more than 19 Crore users and has been helping alert people who have come in contact with any COVID positive person. For the

Vaccination program, the COWIN portal was developed which is the most robust platform globally to manage vaccinations with more than 25 Crore Vaccinations. For effective communications, MyGov platform has been critical in sensitizing citizens by communicating to them about health care. Various Video Conferencing solutions, e-mail and e-office has ensured continuity of Govt work even during lockdowns and work from home periods.

3. Over these 6 years, the steadfast vision of this Government has been to empower the common person with knowledge, ease, convenience, dignity, the power of the digital and commit to our citizens, Maximum Governance with Minimum Government. In the course of these 6 years, with the constant support and dynamic guidance of Hon'ble Minister for Electronics & IT, Communications and Law & Justice, Digital India has effectively changed the digital profile of the country. The movement of "Aatmanirbhar Bharat" or Self Reliant India has given a new dimension, giving fillip to the Digital India Programme. The vision to make Bharat Aatmanirbhar has been a forward looking journey wherein the Government has aspired to make products and services, indigenously to meet domestic demands and serve global needs.

4. In the next phase of Digital India, it is envisaged to bring about digital transformation in the nation powered by Emerging Technologies. India is increasingly been seen as a prominent hub for research, home to start-ups and companies working in the domain of emerging technologies, and in the last few years, many Indian companies and start-ups have made their mark in the field of Emerging Tech such as Artificial Intelligence, Blockchain, IoT, 5G, Augmented Reality, Virtual Reality, Machine Learning, Deep Learning, Natural Language Processing, Robotics etc. Given the progress and return on investment on service platforms such as Aadhaar which has been instrumental for authentication, GSTN which has automated the tax system, UPI - conducive for interoperable payment system and GeM which has automated public procurement, a lot of work is being done to create more such ecosystem platforms across all sectors. These platforms will be personalized, a single window for information & data and in local languages for sectors such as health, agriculture, education, social justice, rural development, skill development, legal system, transport, land records, labour etc. Improving digital infrastructure to build a robust digital foundation is a vital aspect of Digital India- setting up of NextGen Infrastructure & Networks in underway - Digital India Info way, Geo-spatial technology, Hyper scale Data Centres, Emerging Technologies to solve major problems with easy solutions etc. Work is also in progress to secure our Cyber Space and make it safer for citizens, thereby instilling trust and building confidence in them to utilise the digital space. In manufacturing, to give fillip to the Make in India and Make for the World movement, several schemes such as PLI Scheme, SPECS, EMC Scheme etc., have been introduced to give boost to large scale electronics manufacturing in the country.

5. To commemorate Digital India Day on July 1, 2021, it is proposed to highlight key achievements, create more awareness and outreach to the masses. Some of the key schemes / services that may please be highlighted are CoWIN, CSC, e-Sanjeevani, National Scholarship Portal, Jeevan Pramaan, GeM, Digital Payments (BHIM-UPI), Aadhaar, PM-Kisan, Soil Health Card, Electronics Manufacturing, Direct Benefit

Transfer, Aarogya Setu, MyGov, PMGDISHA, DIKSHA, DigiLocker, Skill Development, UMANG, AI related etc.

OBJECTIVES

On July 1, 2021; to commemorate the 6th Anniversary of Digital India Day, an online event has been planned with high level Dignitaries. We need the following for the same:

- Brand building for Digital India Day virtual event on July 1, 2021 through a comprehensive Public Relation and Social Media Strategy
- Continuous visibility of key stakeholders of Digital India Day event (Speakers, Focussed Tracks, Sub Themes) in various Social Media handles of Digital India and various PR channels of communication
- To measure & manage the perception of Digital India Day 2021 among stakeholders

SCOPE OF WORK

A Media & Communications strategy is essential to convey information about Digital India Day to diverse stakeholders and create awareness, through direct & indirect engagements. In order to formulate a Social Media & Communications strategy and to implement Public Relation Campaign activities through Print & Electronics Media, services of a PR & Social Media agency are required, for a period of **2 weeks**. The agency will manage PR on various event activities and Digital India schemes & programme with appropriate creatives. This will involve tasks as mentioned under, but will not be limited to these only.

Key Activities:

Public Relation

- a. Press Releases & Notes in National Print / Online / Electronics as per requirements.
- b. All media coordination across the country.
- c. Through media (Print / Electronics / Online) increasing the visibility of the event.
- d. Pre-stories & post-stories of the event
- e. Media relationship buildings – media meetings management with spokesperson
- f. Content Management – drafts for press releases, by-line articles, Q&A etc.
- g. Regular interactions with media persons for more coverage
- h. Daily media coverage reports – direct coverage, competitor's coverage, industry articles etc.
- i. Crisis Management
- j. Media invitations & distributions to all concerned Media Houses
- k. Carry press interactions / briefing about the event

Social Media:

- a. Pre, during and post event buzz creation through different social media platforms – Facebook, Twitter, LinkedIn, Instagram, YouTube & Koo:
 1. Facebook: <https://www.facebook.com/OfficialDigitalIndia/>
 2. Twitter: https://twitter.com/_DigitalIndia
 3. LinkedIn: <https://www.linkedin.com/company/9341137/>
 4. Instagram: <https://www.instagram.com/officialdigitalindia/>
 5. YouTube: <https://www.youtube.com/digitalindiaofficial>
 6. Koo: <https://www.kooapp.com/profile/digitalindia>
- b. Live Tweeting about the event on Digital India's Twitter Handle
- c. Live Streaming (with the help of internal team)
- d. Short video creation during & post event
- e. Increase genuine likes & followers in social media
- f. Creative posts
- g. Hashtag Trending
- h. Involvement of influencers (if needed)
- i. Providing analytics report after the successful completion of the event
- j. Any other immediate / urgent requirement from NeGD and other verticals of the Ministry of Electronics & IT, with adequate permission from the Competent Authority

Note: All communication / information going out to public domain must be approved by the concerned Officers of DIC / NeGD including Press Releases, Snippets, Interviews, Testimonials, and Creatives, Media Posts etc.

TARGET AUDIENCE

Primary Audience for the activity is Citizens, Centre & State Governments / Departments, Industries, Businesses and Academia.

GEOGRAPHICAL COVERAGE

All India

TECHNICAL APPROACH & METHODOLOGY

The agencies shall explain understanding of the objectives of the project, approach and methodology for carrying out the project activities. Expertise and organizational experience in the area of conducting PR Campaigns / activities and in the Governance sector / Public Policy / Advocacy / Multilateral organizations is required to be mentioned.

AGENCY EVALUATION

An Evaluation Committee constituted by DIC shall evaluate the tenders. To qualify the Technical Bid Evaluation the bidder must confirm to all the requirements stated in the Scope of Work document.

GENERAL TERMS & CONDITIONS

- a. The performance of on-board agency will be evaluated on the basis of the outcome of deliverables.
- b. **MSMEs / Startups** registered with Department for Promotion of Industries and Internal Trades (DPIIT), Ministry of Commerce & IT, Govt. of India are encouraged to apply.
- c. Preference will be given to the agencies having working experience with Center / State Governments, Autonomous Bodies, PSUs, other Government organizations or Industrial Bodies etc.
- d. Right to modify / annul the contract at any time if the performance is not found to be satisfactory or otherwise, is reserved.
- e. Right to terminate the contract of any agency / agencies due to administrative reasons, in case of changes in the Government procedures or unsatisfactory services is reserved
- f. For any cancellation of work, for which execution has already commenced, charges towards damages incurred will be paid to the agency on proper assessment of work, actual proof of work done (by means of photographs / documents related to arrangements, production work assigned to vendor etc. / cancellation order given by the firm to 3rd parties in proper written format / bills submitted towards work done by 3rd party to the firm / any other logistic cost incurred with proof of the same / other data etc.); a Committee will be constituted to analyse and determine the charges to be paid to the agency on the basis of actual proof submitted towards work done

FINANCIAL FORMAT

Financial Bid is to be submitted through password protected pdf by e-mail with password by a separate mail.

PAYMENT TERMS

- a. Payment will be made on receipt of bill and submission of report upon satisfactory performance.
- b. No advance payment will be made

PENALTY CLAUSES

Failure to deliver the deliverables and outcomes mentioned in this SoW document within the designated timeline may lead to disqualification without any payment.

You are kindly requested to send your Financial Bids, in a password protected PDF file to Dr. Vinay Thakur, Senior Director (Research), DIC, MeitY via an email to vinay@gov.in.

The password of the Financial Bids should be sent to vinay@gov.in only in a separate email.

The last date & time to submit the bids is **Monday, June 28, 2021 at 3:00 pm**