

**ENGAGING AGENCY FOR HANDLING DESIGN, SOCIAL MEDIA DESSIMINATION & EVENT  
OUTREACH ON IICA GIZ BR INITIATIVE  
CONTRACT TIMELINE: 7 MONTHS (TILL MAY 2014)**

**I Background INFORMATION ON THE PROJECT**

**The IICA-GIZ Business Responsibility Initiative** is a bilateral co-operation project between the Indian Institute of Corporate Affairs (IICA), the think tank and capacity development institution set up by the Ministry of Corporate Affairs (MCA), and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the federally owned German international cooperation agency for sustainable development with worldwide operations. The Project began in 2008 with the objective of developing a “country specific common understanding of Business Responsibility (BR), and to promote widespread adoption of responsible practices by companies. Towards this goal, the Project assisted the IICA in developing a multi-stakeholder platform for dialogue and consensus building to achieve a comprehensive understanding on BR. The National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Businesses (NVGs) released by MCA on July 8, 2011 reflect that consensus on responsible business. The reporting format called ABRR (Annual Business Responsibility Report) designed by the Group is on the MCA (Ministry of Corporate Affairs) website and has been adopted by SEBI to mandate top 100 listed companies to file BR report along with their annual financial report. We are hopeful for the NVGs to reach out to businesses and help them envision sustainable business practices. In its present phase (June 2012- June 2014) the Project is focusing on mainstreaming the NVGs among businesses through advocacy and capacity building programs.

**II CONTEXT**

The Project is currently in its second phase of operation, with “outreach and dissemination” being the focus areas. Most of the activities in the current phase are aimed at mainstreaming the NVGs. In addition to this, during its first phase the Project created a vast body of knowledge, good practices, etc which need to be shared widely with different stakeholders. In keeping with objective for the current phase and the overall objective of mainstreaming the NVGs, it is important that the Project partners in an effective, least time consuming and cost effective manner by partnering with an agency on a sustained manner to build effective communication with stakeholders.

### III OBJECTIVE OF THE ASSIGNMENT

Targeted and sustained communication with stakeholders throughout the Project period is critical to the achievement of the Project outcome which is “mainstreaming the NVGs”. Towards this objective the need for an agency that creates, executes and manages effective communication with stakeholders on online platforms is crucial. To ensure that there is systematic and timely promotion of our content and events, we are seeking a creative design and consultancy agency for the following services. They will be driving the following key components by way of this engagement:

- 1) **Designing all communication material including publications:** All our content outreach will be customized and designed for better visibility and attraction.
- 2) **Event Outreach:** Pre-post event **advocacy via e-mailers, invites, promotional material.** They will also be designing literature kits for the planned events. **Customize and deliver film clips,** on only key events, which can be embedded on multiple channels – portal (Media Gallery), YouTube, Social Media sites, and emailers
- 3) **Social Media management and content strategy:** They will actively manage our social media accounts and also be key partners on the Initiative’s proposed events.
- 4) **Advisory and Design contribution on Portal:** Work closely with the project’s hired team of experts who are managing the portal on Responsible Business India and ensure seamlessness in communication, content and design.

### IV. SCOPE OF WORK

The assignment is categorized into 3 work packages:

#### WORK PACKAGE 1: tasks include

##### **Content & Communication Strategy**

- i) Help create and strengthen a uniform brand identity across all communication channels and media
- ii) Publications: Designing all planned publications on the Initiative.
- iii) Data management: organisation stakeholder lists; knowledge management: effective documentation & archiving of knowledge created (eg: newsletter)
- iv) Development of a brand identity guideline by the agency for present and future reference for all communication materials hereby produced under the initiative.
- v) Work closely from time-to-time with the website team to ensure seamlessness in content and design.

#### WORK PACKAGE 2: tasks include

### **SOCIAL MEDIA MANAGEMENT**

- I. Social media outreach Strategy for the Initiative to build a strong presence on different channels of social media
- II. Daily social media accounts management with content and design generation
- III. Weekly analytical reports on social media accounts
- IV. Consistent brand messaging using cross platform promotion (radio, fb, twitter, webportal etc) Funnelling all advocacy initiatives of the Project – namely : events, conferences, news- via social media accounts.
- V. Promotion/marketing of Project initiatives (Capacity development initiatives, events etc); effective dissemination of publications etc Perform maintenance activities and correction of identified defects.
- VI. Populate the social media with relevant pictures and infographics

### WORKPACKAGE 3: tasks include **EVENT OUTREACH**

- I. Design and produce Conference Kits and other collaterals (standard
- II. Pre and post literature update on the event (event newsletter) that will go in 2 formats 1) hard copy 2) soft copy via emailers.
- III. Prepare CRM/Contact Database Management.
- IV. Thank you mailers to all participants and specially designed thank you notes to the speakers
- V. On high-profile events do audio-visual documentation namely VoxPops and one-large montage event video that will go on social media accounts and can be in the event summary to the key participants and speakers, post event.

### **V PAYMENT SCHEDULE:**

Serial no	Project Deliverables/Milestones	Payment	Months
1	Contract Signing	40%	M1
2	Mid-term payment	30%	M3
3	Final Payment	30%	M7

## **VI. LOCATION AND PERIOD OF THE ASSIGNMENT**

Duration: November, 2013 to May 2014. The engagement is for a period of 7 months. The agency will work in close co-operation with GIZ & IICA. This will include regular meetings at the GIZ (Safdarjung) or IICA office (Manesar) with a dedicated team appointed to execute all tasks. All the specified tasks and deliverables must be completed and handed over latest by **25 May 2014**.

## **VII. PROPOSAL SUBMISSION GUIDELINE**

Kindly send the following documents (see VIII) for the contract in 2 sealed envelopes which then should be enclosed in one large envelope with address and addressee clearly mentioned.

## **VIII. DOCUMENTS REQUIRED FOR THE PROPOSAL:**

### **SEALED ENVELOPE 1: Technical Proposal comprising of the following:**

- Agency profile
- Staff CVs
- Technical proposal explaining the deliverables of this TOR.

### **SEALED ENVELOPE 2: Financial Proposal**

**LAST DATE OF SUBMISSION: 25<sup>th</sup> NOV 2013 by 12 (NOON).**

Kindly send the documents to this address:

**TO: RK JAIN; ADMIN & FINANCE OFFICER, IICA GIZ BR INITIATIVE**

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