



# KOCHI MUNICIPAL CORPORATION

Phone 2369007, 2369196

2369143, 2369149

2369197, 2369069

Fax: 91-484-2369023

Corporation Office

P.B. No. 1016

Ernakulam Cochin 682011

**ISO/SBM(SWM)/39443/22**

**15.12.2022**

Title: Expression of Interest for Social Media Branding Agency

## **Introduction:**

The Kochi municipal corporation is seeking assistance from a specialized agency to handle its social media platform for branding and social media marketing on waste management & other major outreach activities to the public. We invite EOI from interested and experienced firms and agencies to submit their proposals in this regard.

## **Scope of Work:**

The selected agency will be responsible for the following tasks:

- Develop and implement a social media strategy for the Kochi Municipal Corporation's Waste Management and Swachh Bharath Mission activities.
- Create and manage social media content, including posts, images, videos, and other multimedia - minimum 15 creative posters, 4 motion videos, unlimited photo and video edits.
- Engage with the public on social media platforms, responding to comments and questions.
- Monitor and report on the effectiveness of the social media campaign.
- Page Boosting in Social Media Platforms - Facebook, Twitter, Instagram, Youtube, Linked In, etc...
- Contents should be in English & Malayalam
- Online feedback collections as & when required by Kochi Municipal Corporation should be taken by the agency

## **Qualifications and Experience:**

The ideal agency will have the following qualifications and experience:

- Demonstrated expertise in social media management and marketing activities.
- Experience with Government/Govt. agencies or public sector organizations involving with Solid Waste Management activities.
- Knowledge of waste management and environmental programmes.

## **Bidding Process:**

- Interested firms and agencies should submit their proposals by 23.12.2022 4 PM.
- Proposals should include a description of the agency's qualifications and experience, as well as a detailed plan for implementing the social media strategy.
- The Kochi municipal corporation will evaluate the proposals based on the following criteria:
  - Relevant experience and qualifications
  - Quality of the proposed social media strategy
  - Cost and value for money

## **Contact Information:**

For any queries or clarifications, please contact with Kochi Municipal Corporation Office via directly / by phone numbers / [kmchealthwing@gmail.com](mailto:kmchealthwing@gmail.com)



*S. Kumaran*  
15/12/2022  
**Health Officer (I/c)**  
**Kochi Municipal Corporation**