

Notice

Himachal Pradesh State Rural Livelihood Mission (HPSRLM) has planned a special celebration for the Rakhi event across the state. During this event, self-help group (SHG) members will create beautiful Rakhis, which will be made available for sale through HIM IRA Shops and other outlets statewide.

In addition to the celebrations, HPSRLM has also intends to do IEC to promote the Rakhi event through social media platforms such as Facebook, Instagram, Twitter, and Google Ads. The IEC campaign will be active from 16th August 2023 to 30th August 2023.

By utilizing the power of social media, HPSRLM aims to reach a wider audience, engage with potential customers, and encourage them to purchase the Rakhis made by SHGs. This campaign not only supports the economic empowerment of rural women but also serves as a platform to showcase their talents and contributions to the community.

In view of above, you are humbly requested to provide the sealed proposal based upon **Scope of Work (Enclosed Annexure-A)** along with the quotation invoice for social media of Rakhi event. The sealed quotation document super scribed as “**Social Media for the Rakhi Event, Himachal Pradesh State Rural Livelihood Mission**”, should be addressed to **The Chief Executive Officer, HPSRLM and sent on the** address given below by registered post/speed post/by hand so as to reach the HPSRLM office by the 14th Aug, 2023 till 3:00 PM

**Chief Executive Officer,
H.P State Rural Livelihood Mission
Rural Development Department, H.P.
Telephone No. 0177-2626400, 2629900
Email: nrlmhp@gmail.com**

Scope of work for Social Media awareness for Rakhi Event

Detail of event

- Event Name: Rakhi Celebration
- Location : Across the State
- Event date : 14th - 30th Aug, 2023
- Department existing social media platforms:
 - Facebook
 - Instagram
 - Twitter

Scope of work for Vendor

1. Social Media campaign should be started from 14^h Aug, 2023 to 30th Aug, 2023
2. Setting up ad campaigns
3. Monitoring and optimizing ad campaigns on social media
4. Create graphics for social media posts
5. Create text content, one-liners for social media
6. Create 30 second video shorts/reels/web stories
7. Landing page design and development
8. 10 image post per day
9. Most ad should target the audience of Himachal Pradesh
10. Ad platforms : Facebook Instagram and Twitter (Youtube may also be explored)
11. Daily Sharing of reports/impression of social media posts

Deliverables from HPSRLM:

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- *Images of Rakhi, shops etc.*
- *Videos*
- *Details of Best Rakhi Thali prize won by best 3 SHG*