



Expression of Interest (Re notification)

File No: LSGD/PD/24697/2025-PR2
Office of the Principal Director,
Local Self Government Department,
Swaraj Bhawan, Thiruvananthapuram.
Email: ribkerala@gmail.com
Dated: 27-08-2025

Inviting Expression Of Interest (Re notification)

The Local Self Government Department is looking for agencies to manage the Online Social Media activities of the Department. The key activities include management of all Social Media platforms like Facebook, YouTube, Twitter, Instagram, LinkedIn and creating content to disseminate information effectively through the use of Animations, GIFs, Designs, info-graphics and promotional materials related to Local Governance, Panchayat Raj, Municipal Administration and citizen services.

The contract will be for a period of One Year. The expression of Interest shall include the Social Media Management activity done by the Agency, potential areas for expression of Department presence on Online Media and a financial estimate.

Eligibility Criteria

1. The Agencies must be empaneled by the I&PRD as per the G.O. (Ms) No. 4/2024/I&PRD Dated 20/02/2024.
2. The Agency must have at least 3 Years of experience in handling Social Media of any Government Departments, preferably with experience in local governance or civic administration.
3. The Agency must have at least 4 Years of working experience in the Field of handling Social Media and digital marketing.
4. The Agency should demonstrate experience in creating content related to government schemes, citizen services, and public administration.

The Process of Evaluation

The bids will be appraised on two levels, first based on a presentation done by the Agency. The agencies fulfilling the eligibility criteria will be called for a presentation before the Departmental Technical Committee on their capabilities, experiences etc and showcase their work done for other Clients.

The presentation should also include a strategy suggestion for LSGD. The presentation should cover the following areas based on their previous work done for other Clients:

- **Creative Posters** (Local governance themes, scheme awareness)
- **Animation Posters** (Explaining government processes and procedures)
- **Motion Posters** (Dynamic content for citizen engagement)
- **Animation/Short Video (30 sec)** (Process explanations, scheme highlights)
- **Reels/Video (1 Minute)** (Success stories, citizen testimonials)
- **Brochure** (Comprehensive information materials)
- **Infographics** (Statistics, process flows, comparative data)
- **Live Streaming of Events** (Public meetings, inaugurations, awareness programs)

After the presentation, the financial bid submitted by the Agencies will be evaluated. The monthly Deliverables by the Agency in detail with per unit cost should also be included separately with the financial proposal. The Financial Proposal should include the following:

Financial Proposal Template

Sl No	Particulars	Unit Cost
1	Creative Posters	
2	Animation Posters	
3	Animation/Short Video (30 sec)	
4	Motion Posters	
5	Reels	
6	Brochure	
7	Infographics	
8	Live Streaming of Events	
	TOTAL	

The final decision on whether to accept or cancel the Expression of Interest rests with the Principal Director of Local Self Government Department.

If the selected agency has willfully neglected or failed to discharge its functions, then the Principal Director has every right to cancel the contract and to depute another agency.

Those who have already submitted expression of interest as per previous notification are eligible to re-submit their application.

The Expression Of Interest from eligible Agencies should be sent to the following address -

"The Chief Officer, LSGD INFORMATION BUREAU, Principal Directorate, Local Self Government Department, Swaraj Bhavan, Nanthancode, Thiruvananthapuram" on or before **7 days from the date of this notification**. The date of the Presentation will be intimated to the bidders at the latter day.

Description of services required from the Social Media Agencies are attached along with this notification.

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PRINCIPAL DIRECTOR

Description of service required from the Social Media Agency

- **Create and manage Social Media Pages/handles** of the Department (Facebook, YouTube, Twitter, Helo, Instagram, Blog etc.) with focus on local governance, panchayati raj, and municipal services.
- **Creation of any non-paid Social Media account** for Department with prior approval in platforms like Facebook, YouTube, Twitter, Helo, Instagram, Blog or any such for the better promotion of the activities of the Department and citizen services.
- **Identify target Audience performances** and build content, accordingly, focusing on citizens, elected representatives, government officials, and stakeholders in local governance.
- **Modify the existing department Social Media handles** to increase the awareness among the targeted audience about government schemes, services, and initiatives.
- **Creation of digital content** relevant to the current scenario including local governance updates, scheme launches, success stories, and citizen service information.

- **Monitor and Analyse the social media outreach** in order to be able to craft strategy proposals for better citizen engagement and information dissemination.
- **Regular updating of the pages** with current information on government schemes, policy updates, and departmental activities.
- **Promote Department Events** through Social Media including public meetings, training programs, awareness campaigns, and inaugurations.
- **Content shared online must be copyright protected** and unauthorized use must be monitored to maintain the integrity of government communications.
- **New look to the Social Media pages** every three Months to maintain fresh and engaging presence.
- **All the services described above** shall be put into practice within One Month of contract award.
- **Maintain consistency** with government communication guidelines and ensure all content aligns with official policies and procedures.