

Request For Proposals

Introduction

CyberPeace invites qualified and experienced content creators and management agencies to submit proposals for the content creation and maintenance of CyberPeace TV, Jio, Youtube, and Instagram channels. The successful bidder will play a crucial role in enhancing the online presence of CyberPeace initiatives through engaging content and strategic channel management.

Details	
End Date/Time	06-01-2024 17:00:00
Opening Date/Time	07-01-2024 17:30:00
Item Category	Custom RFP for Services - SELECTION OF CONTENT DEVELOPMENT AGENCY FOR DEVELOPMENT OF Awareness Cyber Safety Videos – Short and Long AND Launching the CyberPeace Ambassador Community
Contract Period	1 Year
Time allowed for Technical Clarifications during technical evaluation	4 Days
Evaluation Method	Total value wise evaluation
Financial Document Indicating Price Breakup Required	Yes

Scope of Work:

Building Subscribers in Youtube & Instagram:

- Develop and implement strategies to increase subscribers on both YouTube and Instagram platforms.
- Create engaging and relevant content to attract and retain the target audience.

Youtube	Frequency	Total
Skippable Campaigns	2 Videos /months	24 Videos
In-feed Videos	1 Videos /months	12 Videos
Collaboration with You Tubers	1 Videos /months	12 Videos
Instagram		
Sponsored Posts	1 Post	12 Post
Instagram Story	3 Post	36 Post
Carousel	2 Post	24 Post
Videos	2 Post	24 Post

Managing and Maintaining CyberPeace Jio TV:

- Ensure the consistent and efficient management of content on CyberPeace Jio TV.
- Collaborate with the Jio TV team to optimize the channel's performance.

Leading CyberPeace Ambassador Program:

- Design and implement a CyberPeace Ambassador Program to promote the initiative.
- Engage influencers and advocates to amplify CyberPeace messages.

Creation of IEC Materials:

- Develop Information, Education, and Communication (IEC) materials to raise awareness about CyberPeace.
- Ensure the materials align with the organization's messaging and branding guidelines.

IEC	Frequency	Total
Posters	6 Poster	72 Posters

Films - Awareness Film:

- Conceptualize, script, produce, and edit an awareness film to be disseminated on various platforms.
- Ensure the film effectively communicates the importance of cyber peace.

Awareness	Frequency	Total
Films	-	3 Films

Deliverables

Build Subscriber Base	Frequency	Total
Youtube Shorts	6 Videos /months	72 Videos
Longer, Informative Videos	3 Videos /months	36 Videos
Host	9 Videos /months	108 Videos
Content Creation	9 Videos /months	108 Videos
Youtube Management	Per Month	
Studio Equipment's	Per Month	
Reach Followers	Frequency	Total
Reels	6 Videos /months	72 Videos
Instagram Management	Per Month	
CyberPeace Ambassadors/ influencers	6 Collab /months	

NB: For detailed SOW- Interested parties to email at secretariat@Cyberpeace.net

Submission Requirements:

Interested parties are requested to submit the following documents:

Cover Letter:

- Brief introduction of the organization and its relevant experience.
- Explanation of why the organization is well-suited for this project.

Proposal:

- Detailed plan outlining how the organization intends to fulfill the scope of work.
- Breakdown of strategies for YouTube and Instagram.
- Approach to managing and maintaining CyberPeace Jio TV.
- Campaign strategy for Instagram and YouTube.
- Outline of the CyberPeace Ambassador Program.
- Sample IEC materials and film concepts.

Portfolio:

Examples of previous work related to content creation, channel management, and awareness campaigns.

Cost Estimate:

Clear breakdown of costs associated with each aspect of the scope of work.

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

Relevant Experience: Previous experience in content creation, channel management, and awareness campaigns.

Innovative Approach: Creative and innovative strategies for achieving the outlined objectives.

Cost-effectiveness: A reasonable and competitive cost estimate.

References: Positive references and testimonials from previous clients.

Proposal Submission:

All proposals must be submitted by email to secretariat@Cyberpeace.net no later than 6th January 2024 or send the document through courier at First Floor, L-29| Block L, Connaught Place, New Delhi - 110001

NB: Late submissions will not be considered.