

# 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.

| <b>Details</b>   |   |
|--|---|
| <b>End Date/Time</b>   | 07-01-2024 17:30:00   |
| <b>Opening Date/Time</b>   | 06-01-2024 17:00:00   |
| <b>Item Category</b>   | 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 |
| <b>Contract Period</b>   | 1 Year  |
| <b>Time allowed for Technical Clarifications during technical evaluation</b> | 4 Days  |
| <b>Evaluation Method</b>   | Total value wise evaluation   |
| <b>Financial Document Indicating Price Breakup Required</b>                  | 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](mailto: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](mailto:secretariat@Cyberpeace.net) no later than 6<sup>th</sup> 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.**