Request For Proposal of PR & Digital Marketing Agency**

Entrepreneurship Development Institute of India (EDII)

About the Institute:

Entrepreneurship Development Institute of India (EDII), an autonomous and not-for-profit institute, set up in 1983, is an acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building. It is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII campus. EDII has been recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India. The Institute has also been positioned in the band of 11-50 under Innovation Category by National Institutional Ranking Framework (NIRF), Ministry of Education, Govt. of India & been listed as the Institute of National Importance by Education Department, Govt. of Gujarat.

EDII moved on to adopt the role of a National Resource Institute in Entrepreneurship training, education, research, MSME development, innovations and institutional building. The Institute has set up Entrepreneurship Development Centres in Cambodia, Lao PDR, Myanmar and Vietnam, Uzbekistan and Rwanda. In consonance with the emphasis on startups and innovations, EDII hosted the Technology Business Incubator, CrAdLE – Centre for Advancing and Launching Enterprises in the year 2016, with the support of NSTEDB, DST, Govt. of India. The Institute conducts a variety of programmes and projects through its PAN India branch offices, under the Departments of Policy Advocacy, Knowledge and Research; Entrepreneurship Education; Projects (Government & Corporates); Business Development Services & National Outreach and Developing Economy Engagement.

Vision: To Retain Global Leadership in Fostering and Developing Entrepreneurship.

Mission:

- Become a leading resource centre of knowledge management pertaining to various aspects of entrepreneurship.
- Promote entrepreneurship through education, training, applied research and institution-building.
- Augment the pool of entrepreneurs in different sectors and constituencies in accordance with national priorities and programmes.
- Help existing SMEs and family-managed businesses improve their entrepreneurial competencies and develop cadres of trainers in entrepreneurship.
- Facilitate interface with policymakers and foster networks with Central and State Governments, Entrepreneurship Development Institutions, Industry and other stakeholders.
- Assist in capacity building, training and institution in the field of entrepreneurship with focus on innovation, incubation and digitalization at national and international levels.

** The contract will be valid for a period of one year; can be extended for another year based on performance.

** Agencies specializing in both the domains can apply separately under the given areas of (1) PR and (2) Digital Marketing

** Agencies specializing in any one domain may also apply.
Objectives:

The PR & Digital Marketing agency will strive to achieve the following objectives:

- To make EDII's name synonymous with entrepreneurship education and development
- Increase visibility of EDII by targeting relevant publications both national and regional
- To reinforce EDII's position as a globally acclaimed national resource center which facilitates all facets of Entrepreneurship Development
- Consolidate EDII's position as:
  - A leader in entrepreneurship education and research
  - Advisor & guide to the MSMEs & Start-ups
  - Preferred partner of central & state governments on projects related to entrepreneurship & skill development
  - A pioneer in supporting women entrepreneurship, social entrepreneurship and relevant programmes for disadvantaged sections of society

Markets to be Covered

Gujarat, Mumbai, New Delhi, Kolkata, Bangalore, Lucknow, Bhopal, Guwahati, Dehradun and Bhubaneswar

Scope of Services

a. Opportunity Analysis and Consultancy

- Conduct ongoing research both internally and externally, to identify communication opportunities and issues
- Develop a monthly PR calendar for all EDII events that could be publicised or outside events, with which EDII could be associated
- Meet senior faculty members to understand different initiatives & research projects and establish communication priorities - at Head Office and regional centers mentioned (SPOC will be assigned for regions and HO; could be done virtually)
- Month-wise action plan based on consultation with EDII members and environment mapping

b. Media Relations

- Get all News & Events covered (at EDII Head office and regions mentioned)
- Assist in developing all editorial communications to be disseminated to the media including information kits, press releases, backgrounders, features etc
- Arrange media events like press conferences, select briefings and one-on-one meetings/ interviews

c. Strategy

- Develop a content strategy that involves consistent blog posts, articles on Social Media platforms like Pinterest, Quora, Reddit, and such other popular platforms. This strategy must establish EDII as a credible and recognized authority in the field of entrepreneurship.
- Explore opportunities for EDII’s participation in webinars and workshops that promote entrepreneurship education and bring together industry experts and
influencers as guest speakers. Strategies could also be worked out to organise such relevant seminars, where EDII can partner with noted names (associations, publications and the like)

- Create a crisis management strategy to swiftly and efficiently address potential reputation threats.
- Source profiling opportunities for start-ups from EDII/CrAdLE with major focus on how EDII has played role in shaping up the respective venture
- Industry stories on how various start-ups/ventures of EDII are coming up with innovations in the industry focus areas
- Lookout for opportunities to collaborate with radio stations and prominent podcast channels on behalf of EDII
- Media round tables in relevant centers across India to promote EDII and its programmes
- Engage/collaborate with online publications and influencers outreach program (Mainly on YouTube & Instagram) (Paid) for promoting EDII and their flagship courses

d. Media Monitoring

- Provide alerts, feedback and advisories to the Institute
- Continuously monitor media for opportunities for placing EDII's messages in relevant editorial content
- The coverage will be undertaken and monitored at all the centers mentioned under the section of Markets covered

e. Evaluation

- For coverage in print, the organization will provide circulation figure of concerned publications and number of editions where coverage is featured
- For coverage in news portals, the organization will provide web traffic data of the concerned website and number of shares.

f. Corporate/Government Engagement:

In addition to the services mentioned above, the selected PR & Digital Marketing agency is expected to facilitate meetings with relevant corporates/government officials at the central and state levels. The agency shall be responsible for the following:

- Identify key corporates/government officials, policymakers, and decision-makers at both central and state levels who are relevant to EDII's mission and objectives.
- Develop a strategy for engaging with identified officials to promote EDII's initiatives and seek support for entrepreneurship and skill development programmes.
- Arrange and coordinate meetings to source relevant projects
- Arrange round table meetings/forums/discussion platforms to initiate project possibilities.
- Follow up (post meetings) with the officials and provide regular updates and progress on the status of meetings, outcomes, and next steps in the process of engagement.
- Work closely with EDII to draft necessary briefing materials and proposals for the meetings.
g. **Deliverables under the above scope of services:**

- Six national releases (articles/news items) to necessarily appear in the first six months of the contract period (12 in the entire year)
- Appearances should be ensured in ‘A’ Category National and Regional dailies only
- Minimum of ten regional news/articles to appear in six months of the contract period (minimum of 20 in the entire year)
- At least three engagement opportunities to be sourced in six months to showcase EDII as a National Resource Institute in the field (thus engaging with news editors/influencers, platforms and prospective partners)
- Appearances in noted business magazines (3) to be ensured.
- Progress reports on corporate/government engagement activities as stated in point ‘f’

**Digital Marketing & Social Media Engagement**

**Scope of Services for Digital Marketing & Social Media Engagement**

a. **Annual PR Amplification Strategy**
   - Tactical campaigns aligning with PR Coverages
   - Coordinate with PR team to converge on the content which needs to be amplified on the social media platforms
   - Regular monitoring, appropriate tagging and retweets to be ensured on time.

b. **Evaluation**
   - Level of engagement measured via engagement & follower growth on social media platforms – Facebook, LinkedIn, Instagram, Twitter & YouTube

c. **Deliverables under the above scope of services:**
   - Platforms to be used to promote the content created - Facebook, Twitter, LinkedIn.
   - Create a content calendar and coordinate with EDII SPOC

**Target Deliverables:**

<table>
<thead>
<tr>
<th>Social Media Platforms</th>
<th>Number of Deliverables</th>
<th>Creative pieces</th>
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<tbody>
<tr>
<td>Facebook, Instagram &amp; LinkedIn (Replication)</td>
<td>Up to 6-7 news a month</td>
<td>creative ideas and write up to be suggested as per the trends; EDII HO can facilitate creative content and design</td>
</tr>
<tr>
<td>YouTube</td>
<td>2 posts a month</td>
<td>Post Copy to be added</td>
</tr>
<tr>
<td>Twitter</td>
<td>Up to 6-7 content per month</td>
<td>Twitter – Link + Tweet to be added</td>
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**ADDITIONAL INFORMATION**

- Please, submit your **technical proposal** covering for (a) PR engagement (b) Corporate/Government Engagement & (c) Digital Marketing & Social Media Engagement and **financial proposal** in sealed envelopes to ICPR Dept., EDII before 5 January, 2024.
- Mark the envelopes with the titles: A) Technical Proposal B) Financial Proposal alongside the main title: Request for Proposal of PR & Digital Marketing Agency.